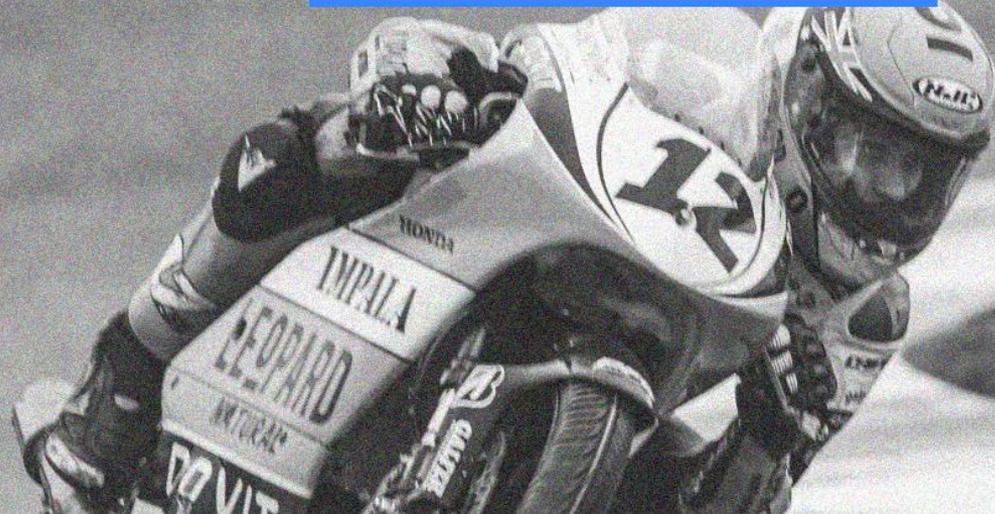# JR2
JACOB ROULSTONE

WHAT IS THE BEST VALUE AND BEST METHOD OF CONTENT MARKETING?

CONTENT IS KEY

47%
of buyers view a minimum of 3 pieces of content before purchase

INFLUENCERS ARE KEY

49%
of consumers rely on influencer recommendations

INFLUENCER CONTENT

315%
Virtual events are here to stay — the global webinar market grown 3x in 8 years

> **" Advertising is for you to <u>talk</u> about how great your product is - Content Marketing is to connect with your target audience and for them to <u>see</u> how great your product is. "**

THE IMPORTANCE OF CONTENT MARKETING

As marketing has gone digital customers are overwhelmed with information, sensory overload. The average person is exposed to up to 10,000 digital ads each day. It is more important than ever to deliver original, valuable content in order to cut-through.

In the same way advertisers used to think about the amount of times someone would have to view an ad before a customer would be influenced to buy, now it is important to keep delivering high quality content that will keep your customers coming back to interact with your brand. The more time someone invests in viewing your content, the more familiar and trusting they will become with your brand.
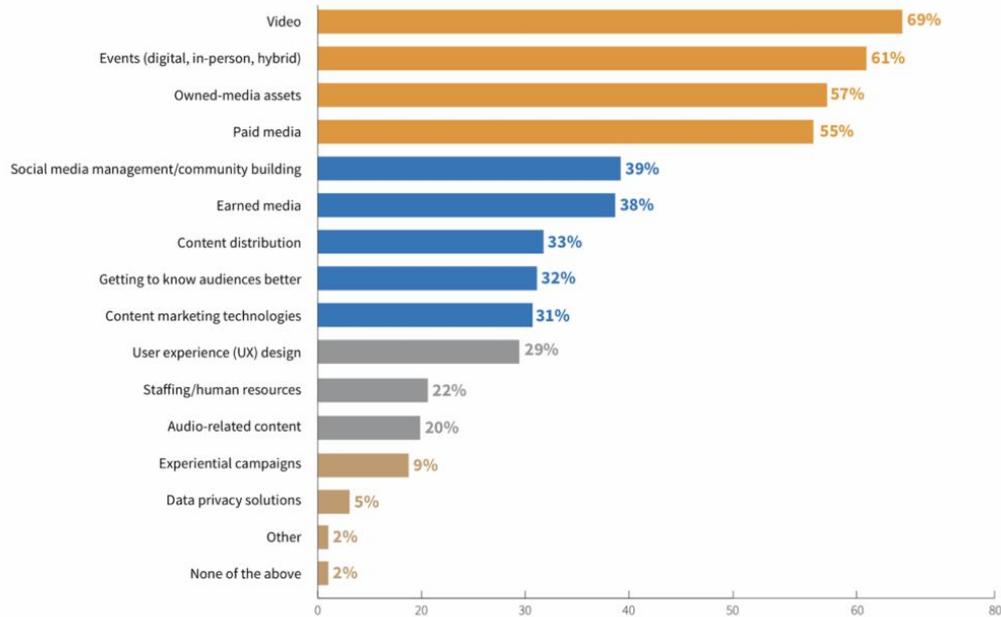
Base: Content marketers. Aided list; multiple responses permitted.
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

Chart values:
- Video: 69%
- Events (digital, in-person, hybrid): 61%
- Owned-media assets: 57%
- Paid media: 55%
- Social media management/community building: 39%
- Earned media: 38%
- Content distribution: 33%
- Getting to know audiences better: 32%
- Content marketing technologies: 31%
- User experience (UX) design: 29%
- Staffing/human resources: 22%
- Audio-related content: 20%
- Experiential campaigns: 9%
- Data privacy solutions: 5%
- Other: 2%
- None of the above: 2%

Marketers are investing their 2022 marketing budget into:

- Videos (69%)
- Events, including virtual and hybrid (62%)
- Owned media assets such as websites, blogs and email (57%)
- Paid media (55%).

Marketers said that their most effective content assets include:

- Virtual events, webinars and online courses (58%)
- Research reports (48%)
- Short articles and posts of less than 3,000 words (48%)
- E-books and white papers (47%).

CONTENT MARKETING GENERATES 3x AS MANY LEADS AS OUTBOUND MARKETING, DRIVES 6x HIGHER CONVERSION RATES, UP TO 8x BOOST IN WEB TRAFFIC.

5 KEYS TO CONTENT CREATION

1. **Build Trust** - don't create content for the sake of creating content - provide your customers with something of value to them. Perhaps you create work that educates your audience on a particular topic. Or, maybe you provide them with a daily dose of humor or entertainment. Make their time worthwhile.

2. **Brand Recognition** - by creating content, you're building a library of resources that define your brand. All these pieces of content together is what creates your brand. Every time someone clicks on your article or image, you're instilling name recognition.

3. **Boost SEO** - content is the irreplaceable fuel and magic to make on-page SEO work. Organic traffic converts to sales 4x more than paid ad traffic so don't be afraid to invest more into quality content because you will get more quality customers.

4. **Generates Qualified Leads** - prospects are bombarded with the same, "repeating, on-trend" content across social media platforms. Having unique, authoritative content has shown to generate over 300% more leads for less than 60% the costs of traditional advertising.

5. **Establish Expertise** - besides helping potential customers solve a problem, regularly creating content is a great way to establish how knowledgeable you are in your field. Discuss your topics in depth and prove to your potential client that you know your stuff.

> **" A micro-influencer's following sees themselves as peers of the "**
> **influencer rather than fans. Therefore, 84% of consumers say they trust**
> **recommendations from influencers over advertising.**

THE ROLE OF MICRO-INFLUENCERS IN CONTENT MARKETING

Too often brands fall into the trap of chasing "awareness" and impressions. But in today's digital age there is a much more valuable metric to gauge consumer brand interest and that is engagement. Having someone maybe see your content as it pops up on their news feed or the side of their web browser is nowhere near as valuable as having someone like, share, comment or click on your content.

Engagement is that valuable metric where micro-influencers excel. Whilst micro-influencer followings may seem small they have an active audience with influencers in the range of 1,000 followers generating 85% higher engagement than those with 100,000+ followers, and as the number of followers increases the engagement tends to decrease.

Micro-influencers are 6.7x more cost-effective per engagement.

RESEARCH SHOWS MICRO-INFLUENCERS HAVE MORE IMPACT

Nationwide study sheds new light on the importance of this emerging influencer marketing channel.

Methodology

Drawing from Experticity's unpaid influencer network, Jonah Berger and Keller Fay Group randomly surveyed micro−influencers from across the United States about the number of buying conversations they have with consumers each week. They then polled average consumers nationwide to measure the volume of expert influencer recommendations. Additionally, they polled peers of both groups to evaluate the impact of recommendations received. The study was conducted with online interviews of more than 6,000 individuals from the United States drawn from Experticity's micro−influencer network and the general population. In addition, more than 800 peers of these individuals were surveyed to evaluate the impact of the recommendations they had received.

How frequently are influencers sought out for their opinions?
• Micro−influencers have up to 22.2 times more "buying conversations" that include product recommendations each week than an average consumer.
• 87% of influencer recommendations happen face-to-face compared to 78% of general population recommendations.
• Influencers are more direct in their recommendations with 74% encouraging someone to "buy it or try it" compared to 66% of the general population who encouraged those actions in their recommendations.
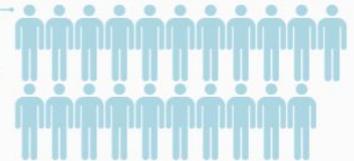
Who is a micro−influencer?

An influencer is best defined as a person who has a greater than average reach or impact through word of mouth in a relevant marketplace. Micro-influencers are not traditional celebrities, but rather individuals who work in their category or are truly knowledgeable, passionate and authentic and are seen as a trusted source when it comes to recommendations for what to buy

Consumer
Number of conversations
a consumer has each week

Influencer
Number of conversations
an influencer has each week

<u>The value of an influencer recommendation</u>

Consumers are more likely to act on influencer recommendations:

• 82% of consumers are "highly likely" to follow a recommendation made by a micro−influencer, compared to 73% who are highly likely to act on a recommendation from an average person.

Micro−influencers tend to have a wider range of influence:

• 53% of influencers' recommendations happen at work, compared to 19% of general population recommendations.

Influencers tend to get their own firsthand information vs. asking others.

• 26% of the general population became aware of brands through friends & family while only 15% of influencers find brand information that way.

82%
Consumers "highly likely" to follow a recommendation made by an influencer

53%
Micro−influencers' recommendations happen at work

15%
Influencers became aware of brands through friends and family

CONCLUSION

Due to the high number of recommendations they make, the results show that micro−influencers are more valuable compared to the general population. While being passionate about or working in a particular category leads to an even higher impact than the average expert, the mere fact of being an expert leads to higher influence overall.

"

LAST YEAR 48% OF MARKETERS RAN INFLUENCER CAMPAIGNS

"

- State of Influencer Marketing 2021 Research

82% OF PEOPLE TRUST SOCIAL NETWORKS TO GUIDE PURCHASING DECISIONS

> ❝ **Meeting your customer's needs is essential, however, focusing on aspirations can take things to the next level. Aim to create content that shows how your brand will help customers achieve their dreams.** ❞

When less is more: the impact of macro and micro social media influencers' disclosure

Study by Samantha Kay, Rory Mulcahy, Joy Parkinson - School of Business, University of the Sunshine Coast, Sippy Downs, Australia

are growing discussions of social media influencers and their effectiveness in endorsing products. Further, recent policy regulations are requiring social media influencers to disclose sponsored content when using a form of native advertising. This research examined the effect of macro-influencers (high likes) and micro-influencers (low likes) and their disclosure of native advertising sponsorship on consumer evaluations of products. Results from a 2 x 2 experiment first show that consumers exposed to the micro-influencer condition report higher levels of product knowledge, and consumers exposed to the disclosure condition reported the products endorsed by social media influencers to be more attractive. The results also show that when exposed to micro-influencers who disclose, consumers have higher levels of purchase intentions than when exposed to macro-influencers who do not disclose, as well as higher purchase intentions than for posts where sponsorship is not disclosed by influencers. The important findings of this research for theory, practice and policy are discussed.

Brands have increasingly been using micro-celebrities or so-called 'social media influencers' – that is, fitness gurus, food bloggers, beauty bloggers, fashionistas and others – as the face of their advertisements (Khamis, Ang, & Welling, 2017; Pedroni, 2016). Influencers share endorsed opinions about products on social media platforms, such as Instagram, which assist in spreading viral conversations about brands online (De Veirman, Cauberghe, & Hudders, 2017). As a result, they engage in native advertising or sponsored posts (Campbell & Grimm, 2019), allowing payment for what they share on social media platforms. Practitioners are increasingly recognising the importance of understanding social media influencers and their impact on marketing activities, as evidenced by numerous online articles (see e.g. Hill, 2019; Petrofes, 2018), and a Google search using the phrase 'social media influencers' returning 139,000,000 results. However, there is little scholarly research discussing the implications of using social media influencers for marketing purposes.

In contrast, celebrity endorsement (Aleti, Pallant, Tuan, & van Laer, 2019; Choi & Rifon, 2012; Spry, Pappu, & Cornwell, 2011) and disclosure of sponsorship (Boerman, Van Reijmersdal, & Neijens, 2014; Campbell, Mohr, & Verlegh, 2013) are well researched domains; however, there is little work combining these streams, examining the rise of the new phenomena of 'social media influencers' and 'influencer marketing'. This represents a considerable gap given social media influencers are being consistently leveraged and paid considerable amounts of money from brands and organisations to endorse their products through native advertising. For example, reports suggest that travel influencers can be paid up to A$31,000 per post (Wallace, 2018). Thus, there have been calls for greater theoretical and practical insights into what types of social media influencers should be used and the transparency of their relationships with firms to understand if being paid or compensated changes perceptions of transparency and credibility (Diggins, 2019). This research aims to contribute actionable insights in this area by investigating the differing levels of social media influencer and the disclosure of native advertising sponsorship.

Despite interchangeable labels used for influencers, there is little insight as to whether an influencer with a certain level of following outperforms that of another influencer. In practice, social media influencers are beginning to be segmented based upon their following, with some researchers suggesting they can be classified as micro-influencers (small following) and macro-influencers (large following) (Hatton, 2018; Porteous, 2018). Thus, given the gap in understanding of micro- and macro-influencers, examining if macro-influencers exert greater persuasion on followers than micro-influencers is important (Casaló, Flavián, & Ibáñez-Sánchez, 2018).

Study by Samantha Kay, Rory Mulcahy, Joy Parkinson - School of Business, University of the Sunshine Coast, Sippy Downs, Australia

Another key issue of influencer marketing is the legal requirement to disclose paid content shared on a social media influencer's pages and posts (De Jans, Cauberghe, & Hudders, 2019; Evans, Phua, Lim, & Jun, 2017). For example, the Australian Association of National Advertisers issued new guidelines for influencer marketing around the disclosure of commercial sponsored posts in Australia. The US Federal Trade Commission took similar steps in setting guidelines for disclosure. This practice of mixing sponsored content with non-sponsored content by social media influencers is known as native advertising, an emerging area of regulatory and scholarly interest (Campbell & Grimm, 2019). Despite recommended guidelines and legislation for social media influencers, little is understood as to the effect disclosure has upon consumer outcomes, highlighting an important gap in both scholarly and practical understanding (Audrezet, De Kerviler, & Moulard, 2018). Therefore, this study aims to investigate whether the disclosure of sponsorship on a macro- and micro-influencers' native advertising post influences consumer outcomes.

Social media influencers' posts have two purposes: to increase their fans' purchase intention, and enhance product knowledge or product attractiveness. For example, social media influencers design posts with testimonials or facts about product features, thus attempting to enhance information value and product knowledge (Luo & Yan, 2019). They also attempt to transfer their personal attractiveness to that of the product they are endorsing through the use of sex appeal and posing (Schouten, Janssen & Verspaget, 2019). However, how these consumer product perceptions facilitate any potential efforts by social media influencers to increase purchase intentions is relatively unknown, highlighting an important gap in the academic literature. Research has frequently focused on the traits of the influencer as facilitating factors (e.g. trustworthiness and expertise) rather than consumer product perceptions (Hughes, Swaminathan, & Brooks, 2019; Lou & Yuan, 2019; Schouten, Janssen, & Verspaget, 2019). Therefore, there is a need to investigate how perceptions of product knowledge and product attractiveness influence consumer outcomes in social media influencer marketing.

This research sits at the nexus of the phenomena of macro- and micro-influencers and native advertising sponsorship disclosure to identify what impact they have upon consumer product perceptions (product knowledge and product attractiveness) and consumer outcomes (purchase intentions). This study aims to address three research questions:

RQ1: What is the impact of social media influencer type (macro- vs. micro-influencer) on consumer product perceptions and consumer outcomes?

RQ2: What is the influence of sponsorship disclosure on consumer product perceptions and consumer outcomes?

RQ3: Do consumer product perceptions (product attractiveness and product knowledge) mediate the interrelationships between social media influencer type, disclosure and purchase intentions?

In addressing these three research questions, this study contributes to the academic literature in three ways. First, this study demonstrates 'less is more'; that is, micro-influencers can be more effective than their macro-influencer counterparts in influencing consumer intentions and behaviour. Second, this study demonstrates that disclosure of sponsorship is a practice that should be embraced by social media influencers. Third, it shows that the influential roles of product attractiveness and product knowledge on consumers' purchase intentions are increased by social media influencer efforts. The remainder of this paper is structured as follows. First, the paper reviews the social media influencer and disclosure of native advertising sponsorship literature. Next, the hypotheses are presented, followed by the study methodology and results. Finally, implications for theory, practice and policy are discussed as well as directions for future research.

[Download the full study here](#)

CASE STUDY: DYSON ANIMAL 2

The other influencer marketing case studies on this list showcase human influencers—but as any Instagram user knows, influencers also come in different shapes, sizes, and species. Pet influencers have a lot of pull on social media.
For brands like Dyson, pet parents are a perfect target audience. Since expanding its product line to specifically address pet cleanup, Dyson has been working overtime to increase its reach in the pet space.
Few pet owners realized Dyson was a reliable solution, and the brand wanted to change that. It also wanted to boost its Instagram engagement.

The Strategy
Dyson partnered with 5 pet influencers on Instagram, largely targeting dog owners. The brand gave influencers a very loose creative brief, giving pet owners creative control over the posts themselves. The posts simply had to be humorous and show how pet owners cleaned up after their fuzzy companions.
It also targeted influencers based not on their following size, but on their audience. One Dyson influencer had a following of just 2,500 people—but it had the highest engagement rate out of any other influencer in the campaign.

The Results
Dyson was pretty darn brave to give influencers so much control, but it paid off.

dyson

Dyson Influencer Marketing Results

1M	115,000	10%
View	Likes	Engagement Rate