

Influencers, Content Creators & Bloggers ... Oh My!

2.02.2023



What You'll See Today

- A Few Definitions
- Why Influencers Work
- What Influencers Fit Best
- How to Approach an Influencer Campaign
- How to Vet an Influencer (The Scorecard)



LET'S START WITH A FEW DEFINITIONS



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Influencer (noun):

One who **exerts influence**: a person who **inspires or guides** the actions of others.



Content Creator

An umbrella term that refers to **anyone who creates digital content**, professionally or otherwise.



Social Media Influencer

People who **generate interest and ultimately influence something** by posting about it on social media.



Brand Ambassador

Long-term partnerships with influencers to promote the brand/product multiple times.

We are going to be using **INFLUENCER** as an overarching term.

Each type of influencer is utilized to ensure we are sharing our message in the **right way** at the **right time** in the **right place**.



An aerial photograph of a town situated along a river. A large ferry boat is visible on the water in the foreground. The town features various buildings, including houses and commercial structures, and a parking lot. The river flows through the town, and the background shows a forested hillside under a clear sky.

WHY INFLUENCERS WORK

Why Influencers?

It's in the numbers.

84%

of individuals who follow travel influencers reported turning to them for recommendations.

61%

of consumers trust influencer recommendations.

\$6.50

for every dollar spent on influencer marketing.

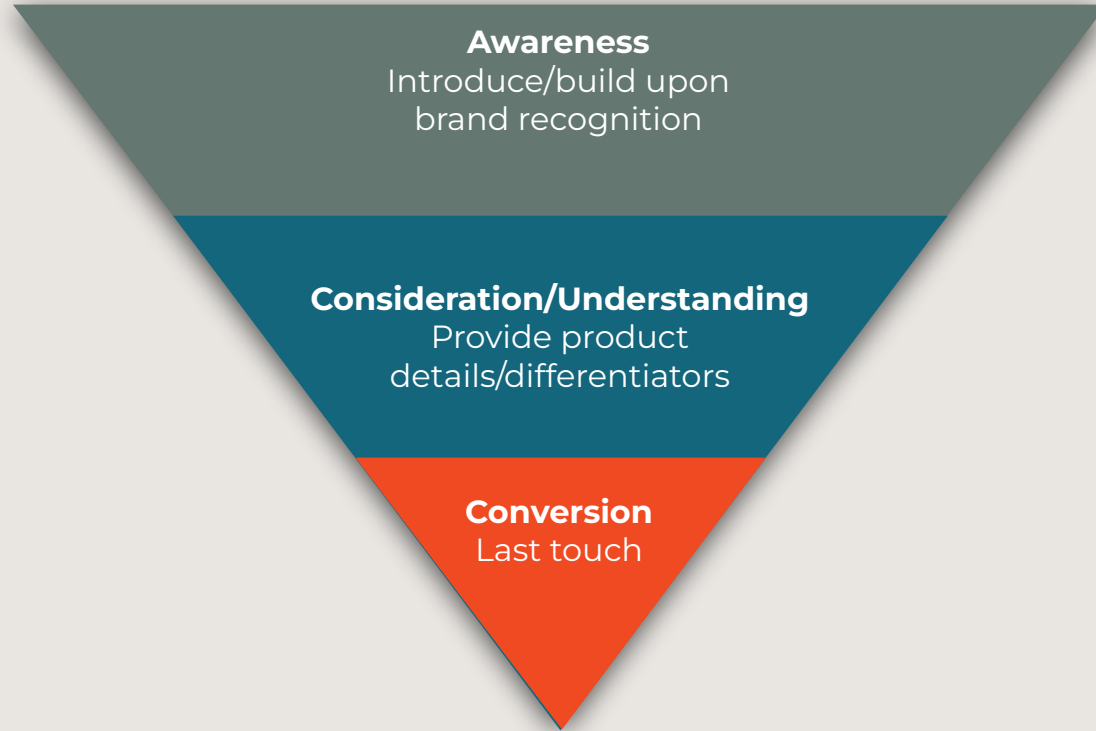


Sources: [The B2B House Influencer Marketing Hub](#)
[Morning Consult](#)
[Marketing Week](#)



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Role of Influencers



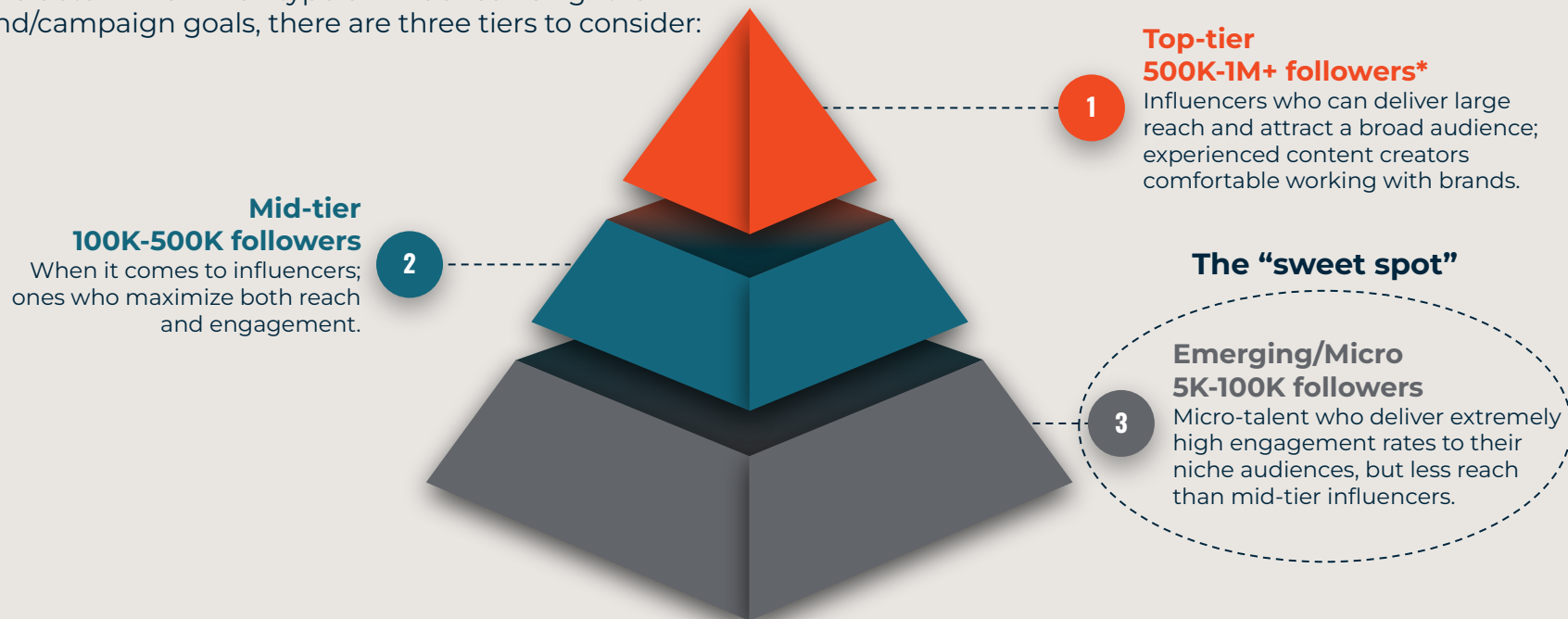
WHAT INFLUENCERS **FIT** BEST



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Influencer Tiers & Engagement Rates

As we determine which type of influencer is right for brand/campaign goals, there are three tiers to consider:



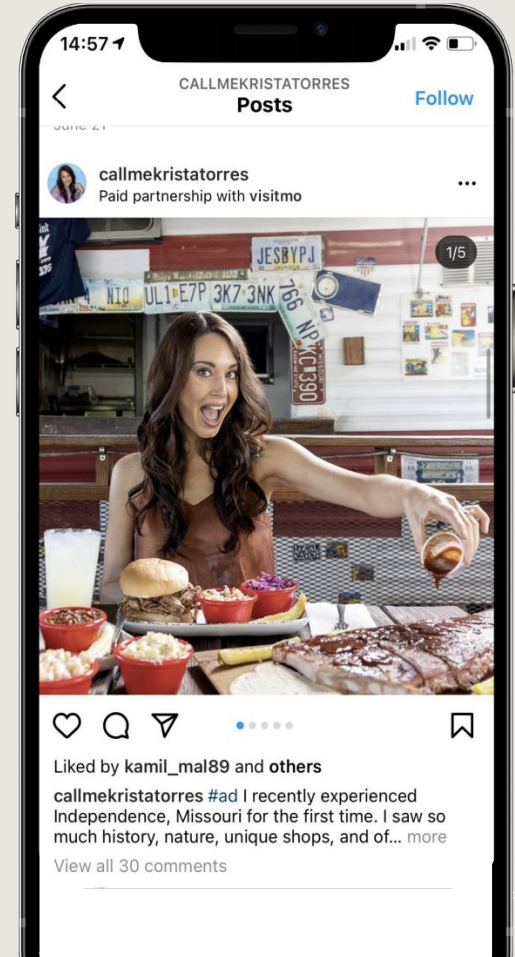
Look to contract influencers with a minimum 2% engagement rate on recent content.

**Celebrity influencers are in a separate category outside of these tiers.*

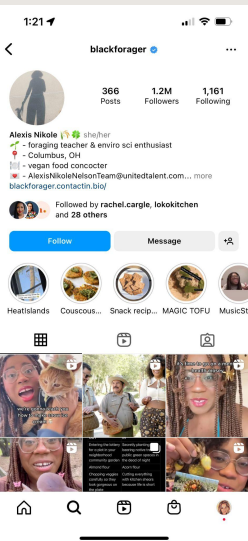
**BUT NUMBERS
ARE (DEFINITELY)
NOT EVERYTHING.**

Types of Influencers

- 1. Niche Creators** | These social media influencers create content in a specific niche like international travel, specialty stays or hiking. Their vast content makes it easy to feel out their values and personality.
- 2. Social Media-Savvy Subject Matter Experts** | These influencers might include doctors or professors or even local business owners. Most have a full-time career, but they're just really good at social media.
- 3. Minor/Major Celebrities** | Reality TV stars, indie movie stars, TV stars, musicians, comedians, podcasters — these types of social media influencers are “celebs” in both the traditional and modern sense.
- 4. Activists** | Activist influencers tend to have an authentic social media presence and focus on a single cause. Make sure to vet their affiliated orgs and respect the authenticity.
- 5. Writers/Bloggers** | Parenting, local attractions, travel, wellness: published writers and bloggers in these categories may have a slightly different audience makeup than their short-form counterparts.
- 6. Thought Leaders** | Thought leaders can include entrepreneurs, industry experts, CEOs and academics.
- 7. Binge Content Creators** | Influencers who became popular from a content series that users can binge all at once and then follow along with.



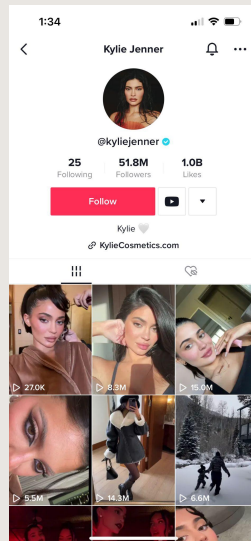
And Now Some Examples :)



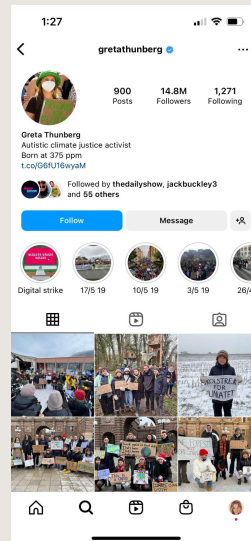
Niche Creators



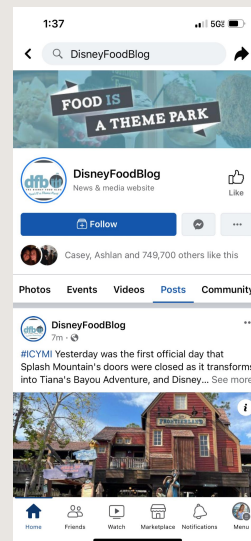
Social Media-Savvy SMEs



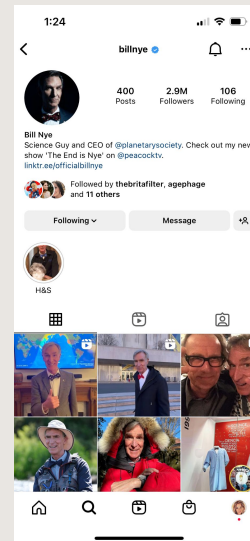
Minor/Major Celebrities



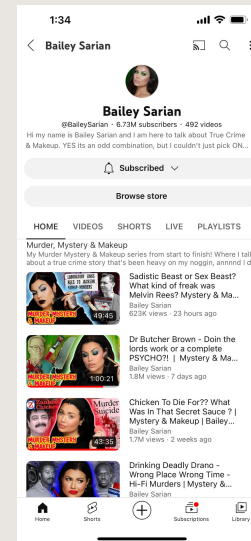
Activists



Writers/Bloggers



Thought Leaders



Binge Content Creators

A man and a woman are seated at a bar, engaged in conversation. The bar is well-stocked with various bottles of alcohol on shelves in the background. The man is behind the bar, and the woman is seated at the bar. The bar has a dark, polished surface and several metal shakers are visible in the foreground. The background features a large window and a blue wall.

HOW TO **APPROACH** AN INFLUENCER CAMPAIGN



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Things to Consider

GOALS

Start with deciding what you're trying to do and how you'll define influencer success.

BUDGET

Know how much you're willing to invest. Ask creators for their rates. Most influencers will not work for free.

CONTRACTS

As all jobs do, these come with contracts and agreement negotiations, tax considerations, etc.

TIMING

From ideation to execution, expect influencer campaigns to take 4-6 weeks, if not longer. Ambassador programs should be more long term.

How to Source Influencers

INTERNAL | *Keeping the search and organization in-house.*

- Native searches
- Influencer search platforms
- Proactive influencers

EXTERNAL | *Utilizing outside vendors for the legwork.*

- Influencer marketing services
- Content vendors

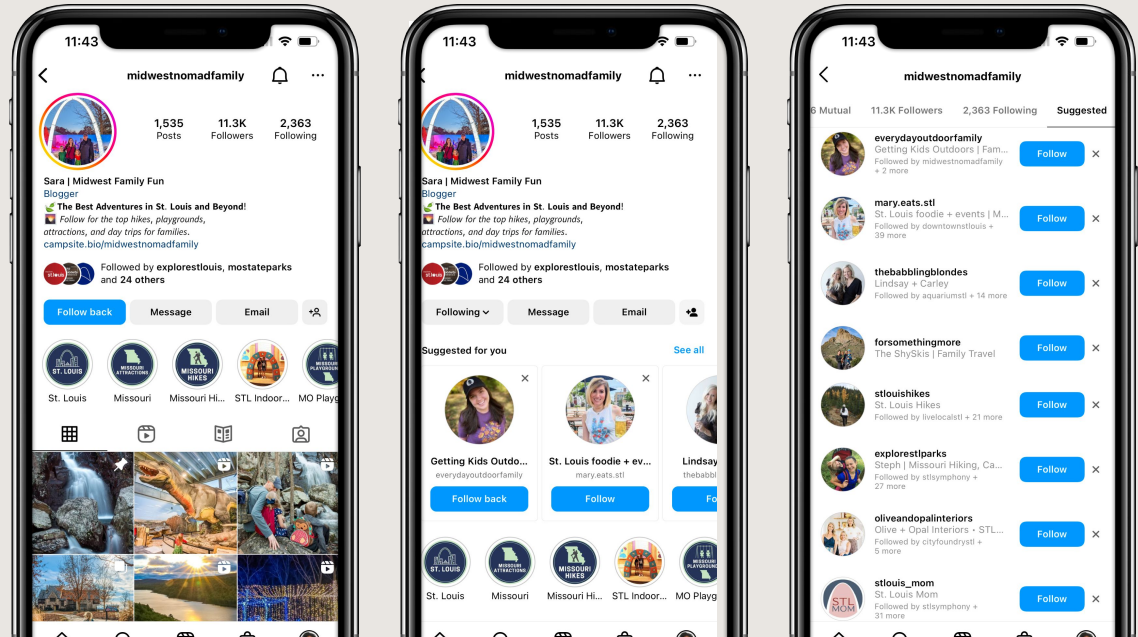
Native Searches

INTERNAL | *Keeping the search and organization in-house.*

Search engines within social platforms have improved and are often relied upon by users to look for content, products, people, trends and more. They can also be used to find influencer partners and identity their recent engagement trends.

Looking at trending sounds or hashtags can also be effective.

You can reach out to these people directly once you find them.

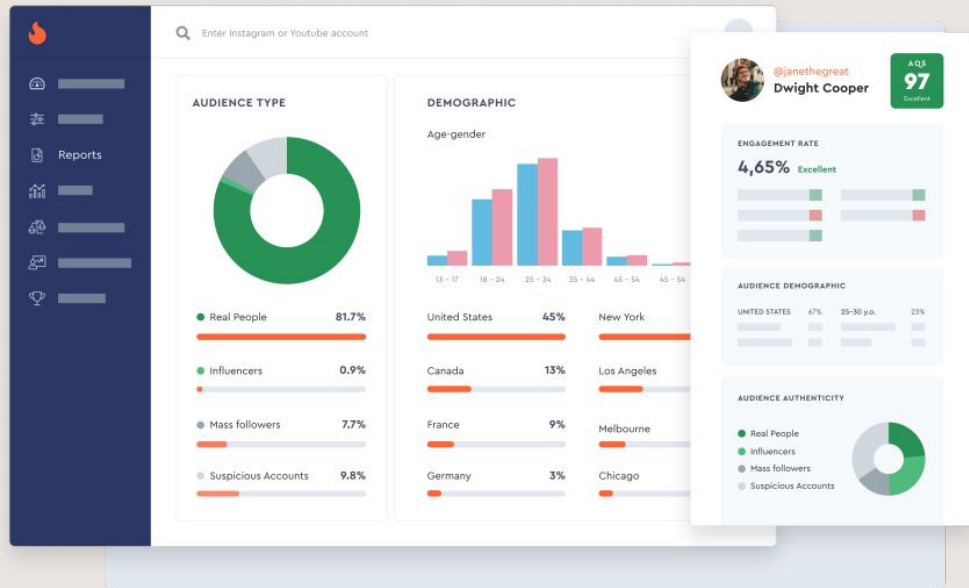


Influencer Search Platforms

INTERNAL | *Keeping the search and organization in-house.*

Online platforms like HypeAuditor, Hootsuite and GRIN (and so many more) have tools to help you find the best creators for your campaign and content needs.

Most are paid platforms, but some, like Upfluence, offer free or trial versions.

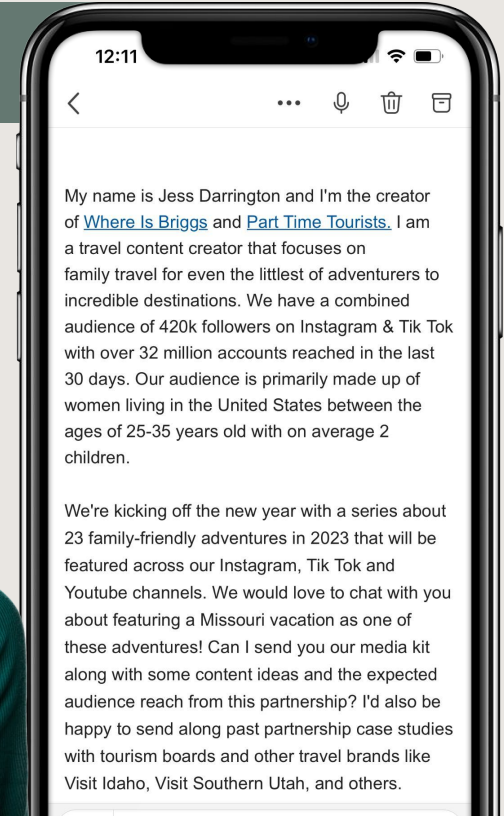


Proactive Influencers

INTERNAL | *Keeping the search and organization in-house.*

Influencers will also look for proactive opportunities to reach out to you. Engaging with these influencers can result in some of the most organic and engaging content.

Having up-to-date contact information across your social accounts can also help influencers find a way to reach out to you proactively.



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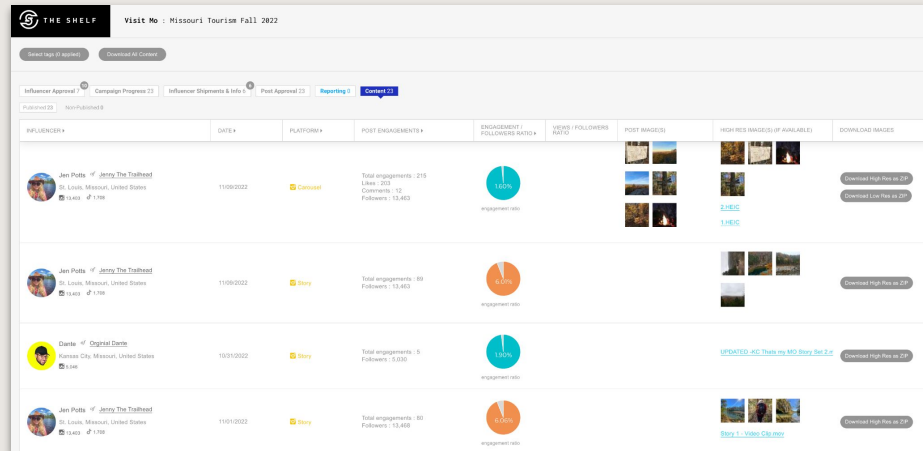
Influencer Marketing Services

EXTERNAL | *Utilizing outside vendors for the legwork.*

Influencer marketing vendors can provide start-to-finish influencer services, including sourcing creators (often exclusive casts), negotiations and contracting, managing content creation and posting, plus post-campaign reporting.

Some vendors we've had successful partnerships with recently include Sway, The Shelf and Travel Mindset.

Working with a vendor will be a larger investment.



The screenshot displays the 'THE SHELF' dashboard for a campaign titled 'Visit Mo - Missouri Tourism Fall 2022'. The dashboard includes a navigation bar with tabs for 'Influencer Approved', 'Campaign Progress', 'Influencer Shipments & Info', 'Post Approved', and 'Reporting'. The main content area shows a table of influencers and their performance metrics.

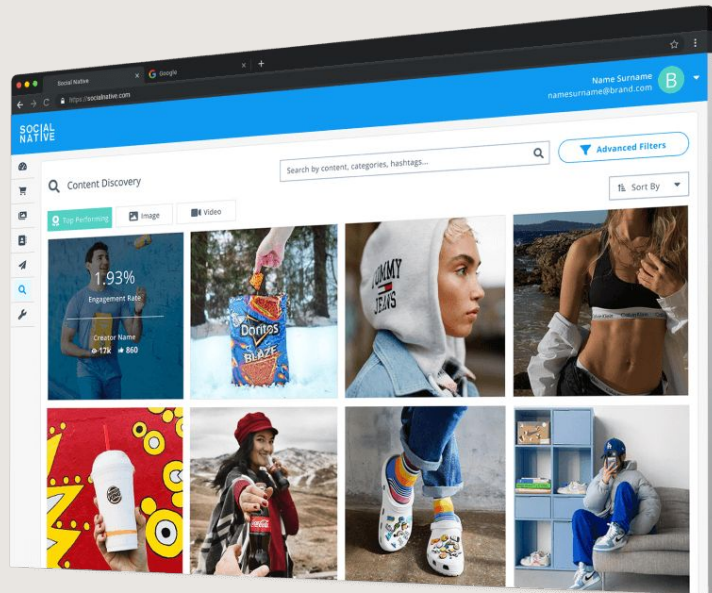
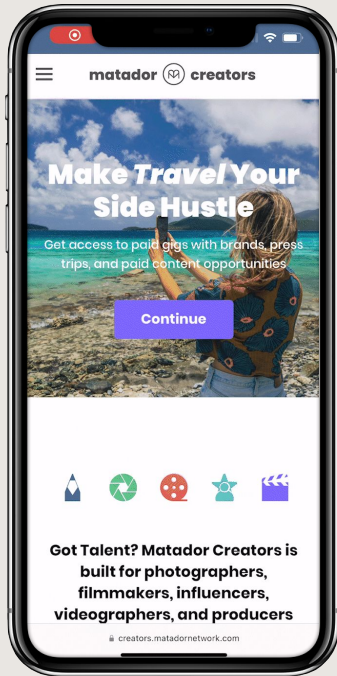
INFLUENCER	DATE	PLATFORM	POST ENGAGEMENTS	ENGAGEMENT FOLLOWERS RATIO	VIDEO FOLLOWERS RATIO	POST IMAGES	HIGH RES IMAGES (IF AVAILABLE)	DOWNLOAD IMAGES
Jen Potts - Jenry The Tailhead St. Louis, Missouri, United States 10/10/2022	10/10/2022	Instagram	Total engagements: 215 Likes: 205 Comments: 10 Followers: 13,493	1.60%				Download High Res as ZIP Download Low Res as ZIP
Jen Potts - Jenry The Tailhead St. Louis, Missouri, United States 10/10/2022	10/10/2022	Story	Total engagements: 80 Followers: 13,493	0.60%				Download High Res as ZIP
Quinn - Digital Darts Kansas City, Missouri, United States 10/10/2022	10/10/2022	Story	Total engagements: 5 Followers: 5,000	0.10%			UPDATED: WIC Thanks my MO Bury Set 2.0	Download High Res as ZIP
Jen Potts - Jenry The Tailhead St. Louis, Missouri, United States 10/10/2022	10/10/2022	Story	Total engagements: 80 Followers: 13,493	0.60%				Download High Res as ZIP

Content Vendors

EXTERNAL | *Utilizing outside vendors for the legwork.*

In addition to “full-service” influencer programs, some vendors have more pay-as-you-play offerings, such as micro-influencer campaigns with Social Native or offering travel in exchange for Instagram-worthy content with Matador.

External vendors are great at providing well-rounded estimates on campaign performance, so shop around!



HOW TO **VET** INFLUENCERS



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Vetting Influencers

Review the influencer's **audience**, **content** and **campaign connection** to provide an objective score to ultimately help determine who is the best fit.

Things to keep in mind:

- Have your campaign goals determined before vetting.
- When starting out, review all influencers in one swoop.
- You might be surprised by who comes out on top!

**AUDIENCE
INFLUENCE**

**50
POINTS**

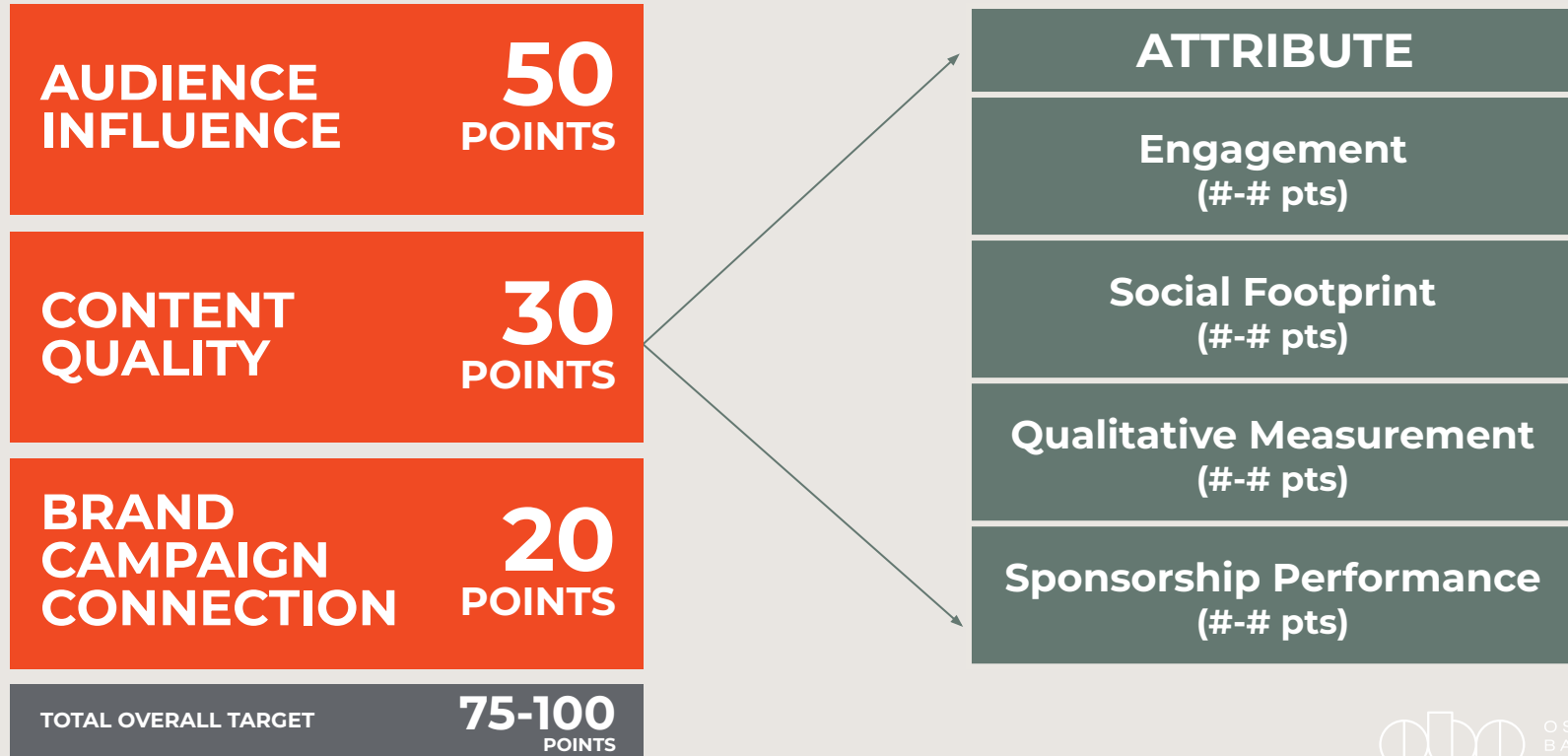
**CONTENT
QUALITY**

**30
POINTS**

**BRAND
CAMPAIGN
CONNECTION**

**20
POINTS**

Influencer Selection Scoring



Influencer Scorecard

AUDIENCE INFLUENCE (50 POINTS)

	0			15	POINTS
Engagement (0-15 pts)	Low engagement rate/way below industry 2% benchmark	Decent engagement rate, very inconsistent across posts	Good engagement rate, some inconsistencies in numbers/individual posts showing that all posts may not land with audience	Strong engagement rate and consistent across posts	##/15
Sponsorship Performance (0-15 pts)	Influencer does not regularly post sponsored content OR sees extremely low engagement	Sponsored content is present but seems very generic/lacks authenticity	Good variance of sponsored content. Decent audience feedback	Sponsored content history is extremely strong, and relationships with past brands seem authentic; key message placement doesn't feel forced. Audience shows enthusiasm for previous sponsored posts	##/15
	0			10	
Social Footprint (0-10 pts)	The influencer does not seem to be a respected source and has a low social following	Decent social following and has some credibility, though not as much as we would like	Influencer has a decent-sized reach and appears as a credible source (i.e., referenced across social and even some media as an expert)	Extremely strong reach, social and media credibility. Referenced regularly as a top influencer/ thought leader in their space	##/10
Qualitative Measurement (0-10 pts)	Comments/sentiment on posts are very negative OR inconsistent, potentially revealing fact followers	Some comments on posts, but not entirely relevant to post. Comments lack strong connection	Decent amount of comments on posts, good back and forth with audience, positive sentiment	Strong, positive conversations with audience. Inspires action and communicates effectively. Audience cares about what influencer is saying	##/10
TOTAL					##/50

Influencer Scorecard

CONTENT QUALITY (30 POINTS)

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	0			5	
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TOTAL					##/30

Influencer Scorecard

BRAND CAMPAIGN CONNECTION (20 POINTS)

	0			5	POINTS
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TOTAL					##/20

INFLUENCER SCORECARD

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TOTAL ##/100

EXAMPLE

Influencer at-a-Glance

Jen Potts | Jenny the Trailhead

Jen is a Missouri-based outdoor adventurer. She loves all things camping, caving and backpacking, which is why people look to her for Missouri exploring inspo! This fall, she is looking forward to camping along the Cuivre River and in St. Francois State Park. Jen is a frequent visitor at Mark Twain National Forest and the Katy Trail for a nice bike ride. On the rare occasion Jen isn't outdoors, she loves exploring vintage shops and historical landmarks.

TOTAL FOLLOWING: 15.2K

[LINK TO VENDOR CARD](#)

[LINK TO WEBSITE](#)

- [INSTAGRAM](#) FOLLOWERS: 13.5K
- [TIKTOK](#) FOLLOWERS: 1.7K
 - 8.8K LIKES
- ENGAGEMENT METRICS:
 - **1.06%** ENGAGEMENT/FOLLOWERS
 - **162** AVG. ENGAGEMENTS

DEMOGRAPHIC INFO:

AVERAGE FOLLOWER AGE: 35%: 20-24

AUDIENCE GENDER: 67% WOMEN

GEOGRAPHIC BREAKDOWN:

- 9.8% COLORADO
- 8.5% MISSOURI
- 5.4% ILLINOIS

CONTENT EXAMPLES:

[Merrell Midwest Hiking](#)

[RV Share \(Elephant Rocks\)](#)

DELIVERABLES:

1 Carousels, 1 Reel and 2 Story Sets

AUDIENCE
INFLUENCE

43/50
POINTS

CONTENT
QUALITY

27/30
POINTS

BRAND
CAMPAIGN
CONNECTION

20/20
POINTS

TOTAL
OVERALL
TARGET

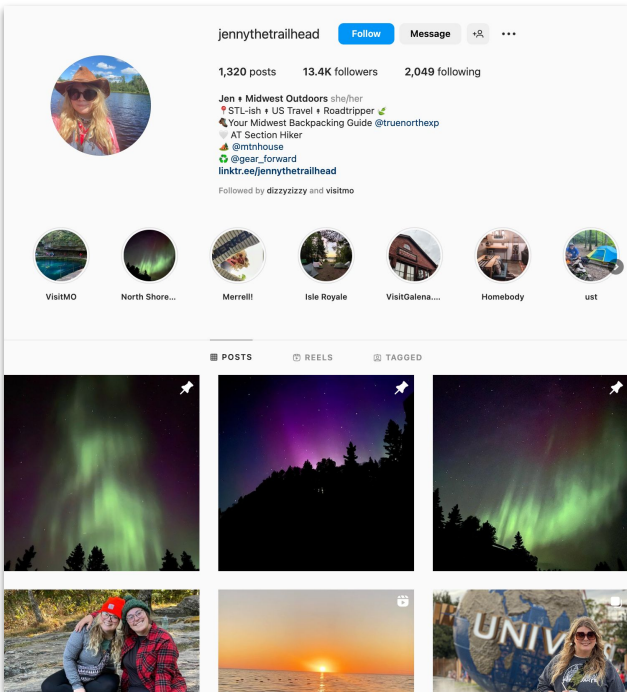
90/100
POINTS

MO NOTES

- ✓ LIVES IN MISSOURI
- ✓ POSTED ABOUT MO
- ✓ POSTED ABOUT THE MIDWEST/SOUTH



Jen's Content



47.4K views!

Jen's Results

THE SHELF

Visit No : Missouri Tourism Fall 2022

Selected tags (0 applied)

Download All Content

Influencer Approval 7

Campaign Progress 23

Influencer Shipments & Info 6



























Post Approval 23

Reporting 0

Content 23

Published 23

Non Published 0

Influencer ↑	Date	Platform	Post Engagements	Engagement / Followers Ratio	Views / Followers Ratio	Post Image(s)	High Res Image(s) (If Available)
<div><div></div><div>Jen Potts Jenny The Trailhead St. Louis, Missouri, United States 13,403 1,708</div></div>	11/09/2022	<div> Carousel</div>	Total engagements : 215 Likes : 203 Comments : 12 Followers : 13,463	<div><div><div>1.60%</div></div><div>engagement ratio</div></div>		                       	

Things to Remember

**HAVE
MEASURABLE
GOALS.**

**PLAN AHEAD.
THESE TAKE TIME.**

**INFLUENCER
CAMPAIGNS HAVE A
HALO EFFECT.**



Thank You!

Jen's Results


















Visit No : Missouri Tourism Fall 2022

SELECT TAGS (0 APPLIED) SELECT POST TAGS (0 APPLIED) [Influencer's website](#) [Report](#)

Influencer Approval 7 Campaign Progress 23 Influencer Shipments & Info 1 Post Approval 23 **Reporting 0** Content 23

Campaign Overview 9 Post Catalog 6 Post Stats 9 Influencer ROI Data 9

All - 23
Instagram - 23
Contentful - 2
Feed - 6
Story - 12
TikTok - 3

INFLUENCER ▶	DATE ▶	POST ▶	TYPE ▶	Avg. PLATFORM ENGAGEMENT RATIO ▶	IMPROVEMENT OVER AVG. PLATFORM ENGAGEMENT RATIO ▶	TOTAL POTENTIAL REACH ▶	MALE AUDIENCE REACH ▶	FEMALE AUDIENCE REACH ▶	ORGANIC IMPRESSIONS ▶	ENGAGEMENT RATIO ▶	CAMPAIGN PLATFORM'S ENG. RATIO	TOTAL ENGAGEMENT ▶	CLICKTHROUGHS ▶	LIKES ▶	COMMENTS ▶	VIEWS (VALID FOR VIDEOS) ▶
 Jen Potts Jenny The Trailhead St. Louis, Missouri, United States 👤 13,493 📍 1,798	11/09/2022		 Story	0.0%	0.0%	13,463	4,442	9,020	1,480	6.01%	1.46%	89	0	0	0	N/A
 Jen Potts Jenny The Trailhead St. Louis, Missouri, United States 👤 13,493 📍 1,798	11/01/2022		 Story	0.0%	0.0%	13,468	4,444	9,023	1,321	6.06%	1.46%	80	0	0	0	N/A
 Jen Potts Jenny The Trailhead St. Louis, Missouri, United States 👤 13,493 📍 1,798	09/27/2022		 Story	0.0%	0.0%	13,475	4,446	9,028	324	6.17%	1.46%	20	0	0	0	N/A
 Jen Potts Jenny The Trailhead St. Louis, Missouri, United States 👤 13,493 📍 1,798	09/08/2022		 Story	0.0%	0.0%	13,473	4,446	9,026	499	1.02%	1.46%	5	0	0	0	N/A
 Jen Potts Jenny The Trailhead St. Louis, Missouri, United States 👤 13,493 📍 1,798	11/09/2022	View Post	 Carousel	1.27%	25.68%	13,463	4,442	9,020	1,536	1.6%	1.46%	215	N/A	203	12	N/A
 Jen Potts Jenny The Trailhead St. Louis, Missouri, United States 👤 13,493 📍 1,798	09/08/2022	 View Post	 Carousel	1.27%	-5.37%	13,473	4,446	9,026	1,535	1.2%	1.46%	162	N/A	129	33	N/A
 Jen Potts Jenny The Trailhead St. Louis, Missouri, United States 👤 13,493 📍 1,798	09/27/2022	View Post	 Feed	1.27%	184.47%	13,473	4,446	9,026	41,448	3.61%	1.46%	487	N/A	469	18	59,715

Campaign Results

1.2M
Impressions

422K
Reach

121K
Engagements

6
Creators

23
Posts

- **Top performance:**
 - Jen's hiking content performed the best across the board
 - i. Reel highlighting various overnight and day trips around Missouri.
 - Erica represented the second smallest TikTok following of the campaign but had one of the top performing posts
 - i. food tour around St. Charles.
- **Recommendations**
 - It's recommended that several activity options are given for each influencer to choose from as soon as they are selected for the campaign to streamline the decision making process.
 - Top-performing content highlighted day trips or short overnights around the state
 - Content that showcased a list of several activities also had strong performance

CONTENT OVERVIEW | KANSAS CITY BUCKET LIST

Please see below for an outline of social posts that will go live from @kansascitybucketlist channels and then re-shared by @VisitMO channels.

CONTENT STORYLINE AND CADENCE

- **Post 1: Intro to Trip and BTS Travel Look**
 - Mindy will post in-feed and on stories showing the start of her travel and arrival at her Missouri destination. This initial post will create a connection between her KC audience and the rest of the state.
 - **Post 2: Missouri Stops**
 - Mindy will document each destination/stop/event on stories, creating a trackable timeline of her trip.
 - **Post 3: Post-event Highlights and Thank You**
 - Mindy will post a in-feed using a carousel and on stories highlighting her stops through Missouri, recapping her trip and thanking the Missouri businesses involved in her stay.
-

CONTENT MANDATORIES

- **In-feed posts and stories should be posted on Instagram.**
- **In-feed posts should vertical (4:5) imagery, while story content should all be shot in full-vertical video (9:16).**
- **All posts should tag @VisitMo and use the hashtag #ThatsMyMO.**
 - Instagram posts should utilize the Paid Partnership tool, tagging @VisitMO as a partner.
- **IG stories to be saved to highlights post-trip.**

BLANK

Influencer at-a-Glance

Influencer Name Here

Influencer name and a summary of their info here.

AUDIENCE
INFLUENCE

##/50
POINTS

CONTENT
QUALITY

##/30
POINTS

BRAND
CAMPAIGN
CONNECTION

##/20
POINTS

TOTAL
OVERALL
TARGET

##/100
POINTS

MO NOTES

- ☐ LIVES IN MISSOURI
- ☐ POSTED ABOUT MO
- ☐ POSTED ABOUT THE
MIDWEST/SOUTH

TOTAL FOLLOWING: ##.##K

[LINK TO VENDOR CARD](#)
[LINK TO WEBSITE](#)

- FACEBOOK FOLLOWERS: ##
- INSTAGRAM FOLLOWERS: ##
- INSTAGRAM FOLLOWERS: ##
- YOUTUBE SUBSCRIBERS: ##
- ENGAGEMENT METRICS:
 - ##,### REACH
 - ## ENGAGEMENTS/POST

DEMOGRAPHIC INFO:

AVERAGE FOLLOWER AGE: ##
AUDIENCE GENDER: ##%/##% M/F
GEOGRAPHIC BREAKDOWN:

##% CITY
##% CITY
##% CITY

CONTENT EXAMPLES:

[Sponsored Content Example 1](#)
[Sponsored Content Example 2](#)

DELIVERABLES:



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Influencer Scorecard Comms

2.02.2023



Educational Site Updates

Influencer Web Copy — Pre Meeting — Feb 2, 2023 — 10 a.m.

Header: Work with Influencers

Copy: Learn expert tips and tricks for working with social media influencers during our live webinar on Thursday, Feb. 2 at 10 a.m.
Email Megan Rogers to register.

Link to tools: Email Megan Rogers

Sponsorship Web Copy — Post Meeting

Feb 2, 2023

Header: Work with Influencers

Copy: Learn how social media influencers can drive engagement and visitors to your DMO.

Link to tools: Download the Scorecard

Email

Coming from Megan by February 2

Subject	Find and Work with the Right Influencers
<i>Preheader</i>	Grow your social media audience and make an impact.
Body	<p>Have you considered working with social media influencers, but you're not sure where to start?</p> <p>Influencers on Facebook, Instagram, Twitter and TikTok convert social media scrollers into paying customers and visitors.</p> <p>But not all influencers drive the same level of engagement, and choosing the right partner is critical for you and your brand. Our next webinar will give you tips and tricks on how to work with influencers to meet your strategic brand goals.</p> <p>The live webinar will be held on Thursday, Feb. 2, at 10 a.m. Email me directly to register.</p> <p>See you there.</p>

Industry Twitter

Industry Twitter

Tweet 1: Social media influencers can be effective spokespeople for your brand and drive visitors to your DMO. Learn how to make the most of influencer opportunities with industry experts during our live webinar on Thursday, Feb. 2, at 10 a.m. Registration is now open 🖱️ [LINK]

Tweet 2: Discover expert tips and tricks for working with social media influencers during our live webinar on Thursday, Feb. 2, at 10 a.m. Register today 🖱️ [LINK]

Tweet 3: We updated our website with free resources to help DMOs successfully leverage influencer marketing. Get the most out of your social media plan now 🖱️ [LINK]



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Next Steps

WEBINAR

OBP to present in Jeff City – 2/2

INDUSTRY SOCIAL

OBP to share social posts 12/22

Megan to provide feedback 1/06

OBP to update for posting 1/09

Announcement Tweet #1 1/14

Announcement Tweet #2 1/24

Post presentation Tweet leading to website 2/3

EMAIL

OBP to share email copy 12/22

Megan to provide feedback 1/06

OBP to update for send 1/09

Announcement email 1/10 (Megan will send)

Post presentation email leading to presentation + tools on website 2/3

INDUSTRY WEB UPDATES

OBP to share web copy 12/22

Megan to provide feedback 1/06

OPB to update for site 1/09

OBP to post on site 1/10

Update site with presentation + tools day before presentation 2/1

Push live day of presentation 2/2