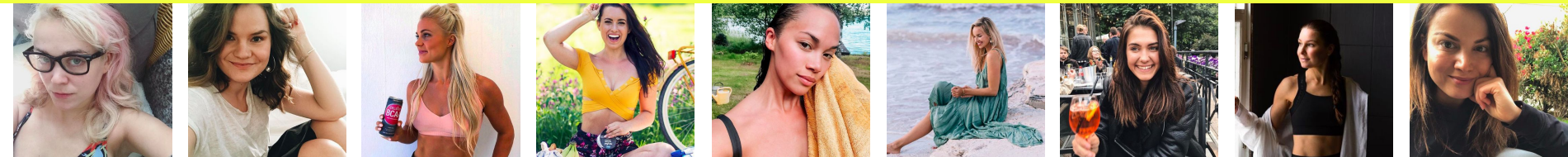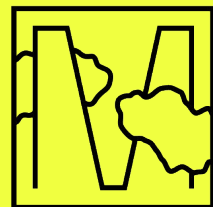# Influencer Marketing

Emma Naumanen & Matilde Pelkonen | Monochrome
Fashion Marketing, Aalto University 3.2.2021

Hello, it's pleasure to be here today!

Matilde Pelkonen

Emma Naumanen

Creative Director, Co-founder
Monochrome *Influencer Marketing Agency*

M.Sc. in Education (TBA)
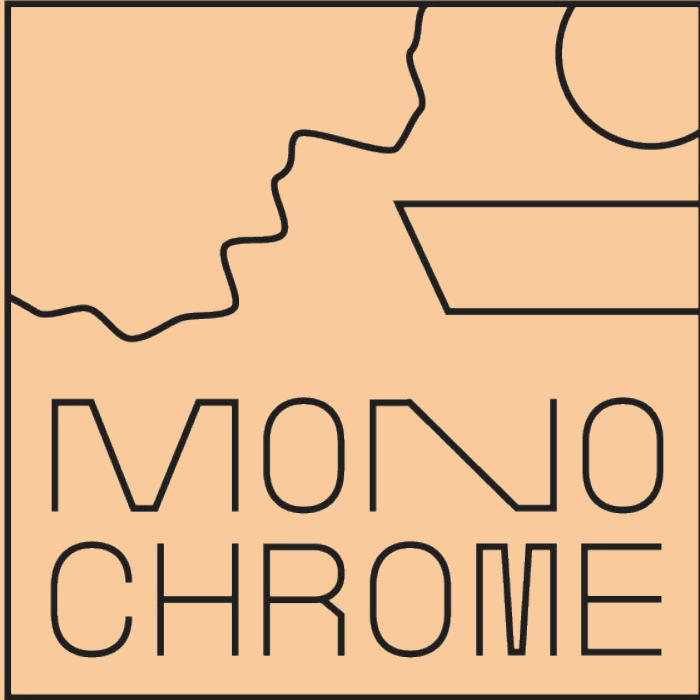University of Helsinki

M.Sc. in Marketing (2017)
Aalto University

CEO, Co-founder
Monochrome *Influencer Marketing Agency*

M.Sc. in Marketing (2017)
Aalto University

matilhi
Aalto University School of Business

Master's Thesis

Liked by **sininentraktori** and **239 others**

INFLUENCER MARKETING AGENCY

Social media influencer collaborations

- Planning and execution:
    - Strategic planning
    - Concept planning
    - Influencer and channel recommendations
    - Project management
    - Reports and analyses

OPEN INFLUENCER NETWORK
INDEPENDENT INFLUENCERS + AGENCIES

PERFECT MATCHES
= most suitable influencers for the target group and brand

OUR CLIENTS

TAMMI

Paulig PREMIUM EST. 1876 COFFEE

MISTER SPEX

storytel

YOSA

neste K

DAGMAR*

Elovena

yle

DERMOSIL®

Herbina®

mtn Dew

foodora

OMD

EMMA ESPOO MUSEUM OF MODERN ART
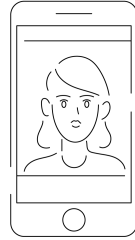
OLW

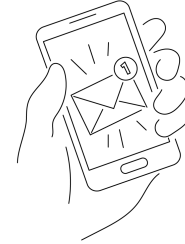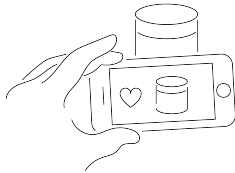STOCKMANN

Valio

GIGANTTI

hp

HOW DOES IT WORK?
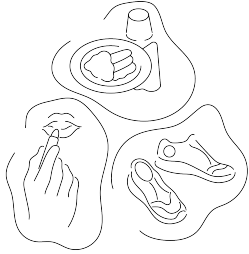
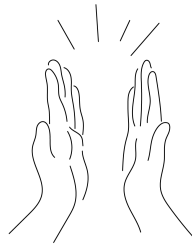**1.** Let's define the **TARGETS & CONCEPT**

2. Let's choose the **MOST SUITABLE INFLUENCERS & CHANNELS**
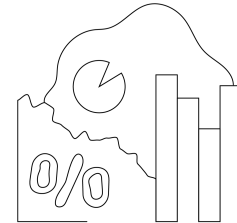
3. We take care of the **EXECUTION**

4. Influencers **CREATE AND SHARE THE CONTENTS**
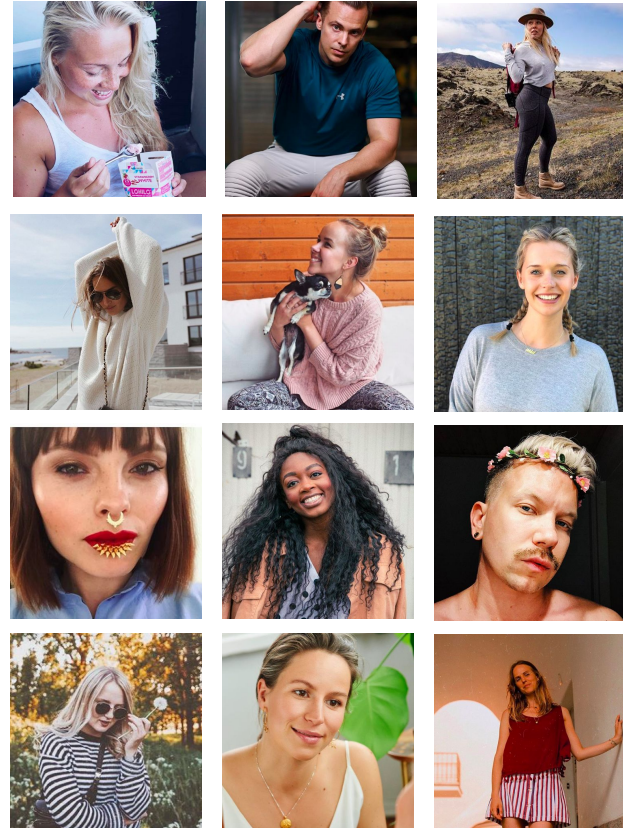
5. Let the **MAGIC HAPPEN!** ✨
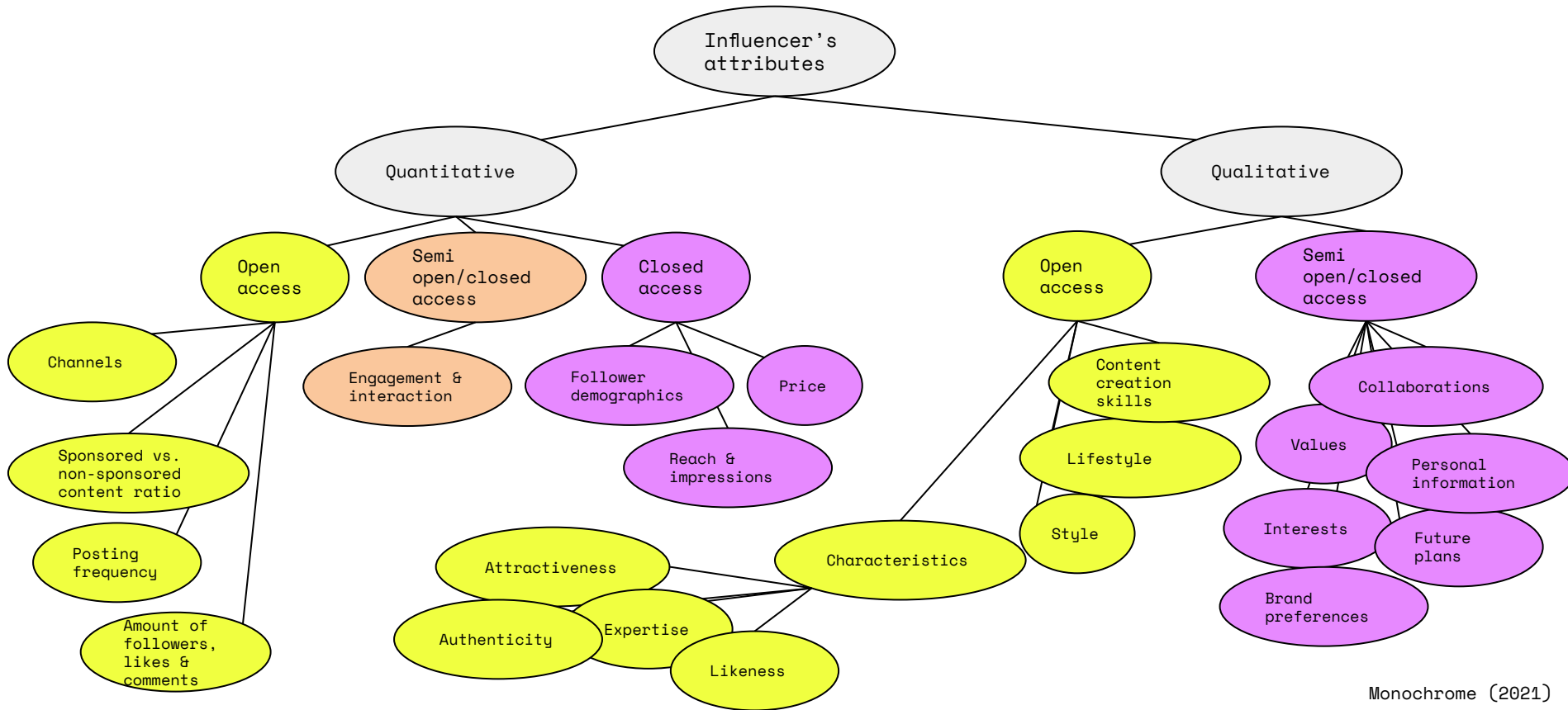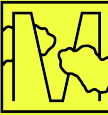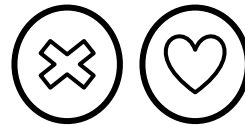
6. We analyze & report the **RESULTS**

BRAND

HOW TO MATCH? INFLUENCER'S ATTRIBUTES

Influencer's attributes

Quantitative
- Open access
  - Channels
  - Sponsored vs. non-sponsored content ratio
  - Posting frequency
  - Amount of followers, likes & comments
- Semi open/closed access
  - Engagement & interaction
- Closed access
  - Follower demographics
  - Price
  - Reach & impressions

Qualitative
- Open access
  - Content creation skills
  - Lifestyle
  - Style
  - Characteristics
    - Attractiveness
    - Authenticity
    - Expertise
    - Likeness
- Semi open/closed access
  - Collaborations
  - Values
  - Personal information
  - Interests
  - Future plans
  - Brand preferences

Monochrome (2021)

HOW TO MATCH?

HOW TO MATCH?

open access data

semi open / closed access data

TARGET GROUP

1

Age, location, sex
quantative

EVALUATION

Values, interests,
lifestyle,
appearance…
qualitative

2

MATCHES

3

Usually made by
similarity, but
differences and
contrasts are
usually more
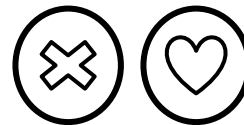interesting!

HOW TO MATCH?

ECOLOGICAL CLOTHES
MADE OF KALE

BRAND

Influencer
option A.
SIMILARITY
*Brand and
influencer
attributes match*

→ Safe choice
→ Followers
likely interested
on such brands
→ Good match eg.
for a product
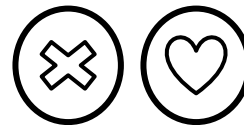launch

ECOLOGICAL CLOTHES
MADE OF KALE

BRAND

Influencer
option B.
CONTRAST
*Brand and
influencer
attributes don't
match*

→ High risk, high
reward
→ Possible to see
big change in
follower behavior
→ Good match eg.
for a more mature
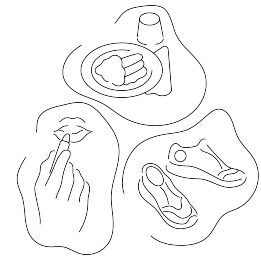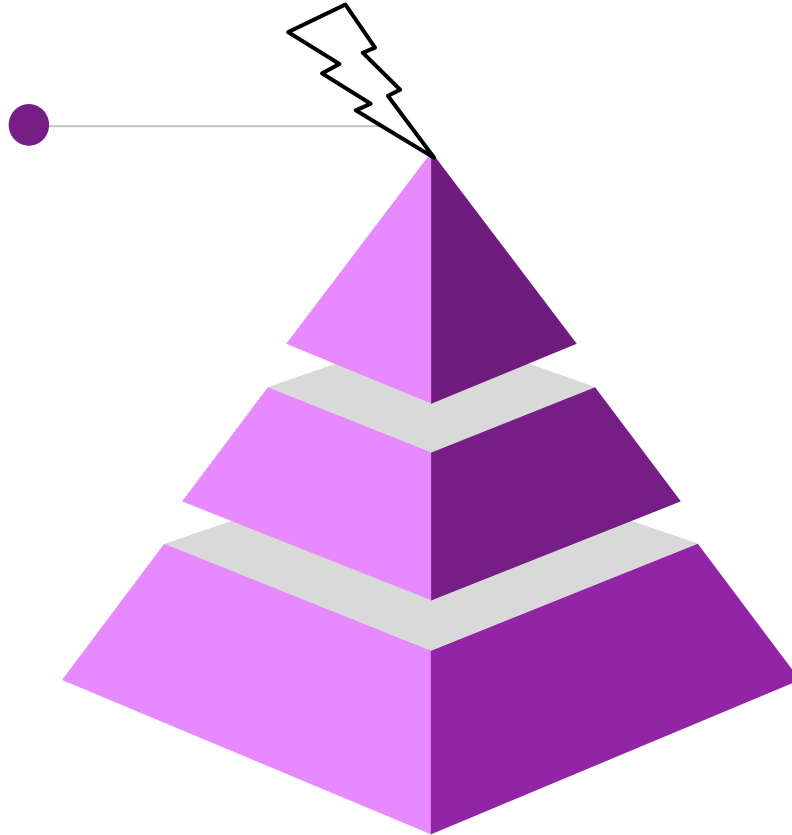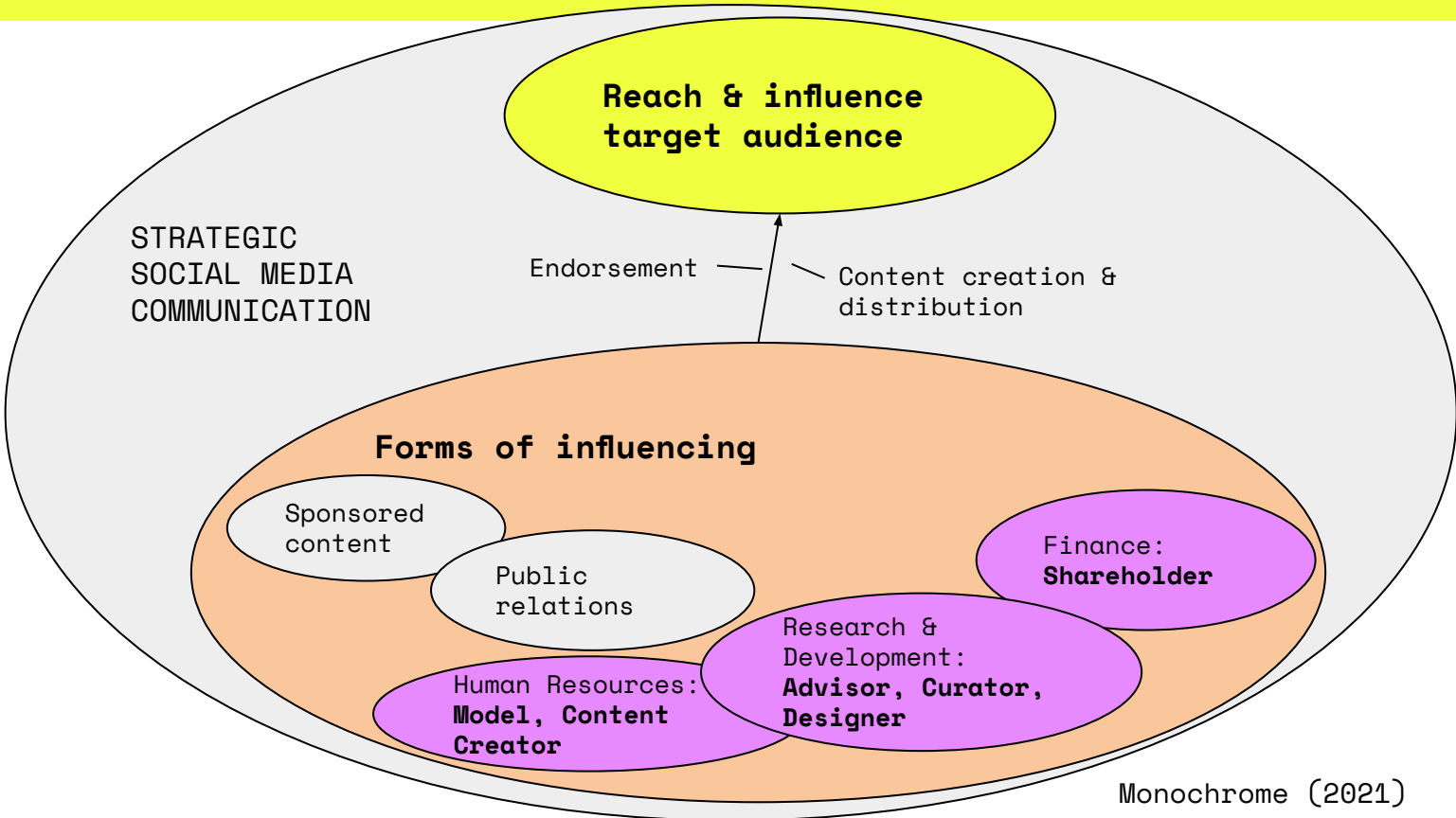brand looking for
a change

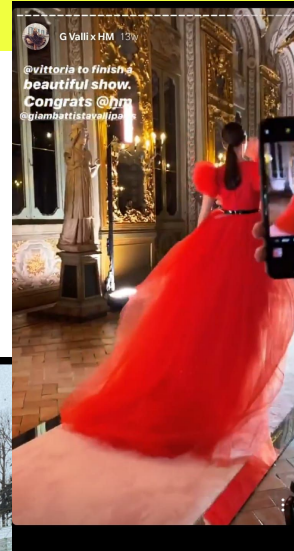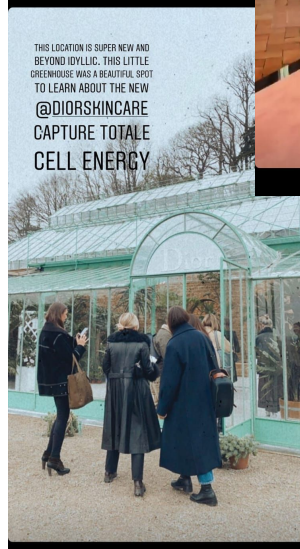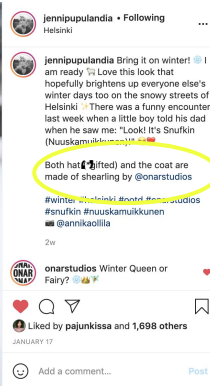**DESIRED OUTCOME**

What is the target
we want to
achieve?

1. Let's define the **TARGETS & CONCEPT**

How fashion brand can collaborate with influencers?

STRATEGIC SOCIAL MEDIA COMMUNICATION

Reach & influence target audience

Endorsement

Content creation & distribution

Forms of influencing

Sponsored content

Public relations

Human Resources: **Model, Content Creator**

Research & Development: **Advisor, Curator, Designer**

Finance: **Shareholder**

Monochrome (2021)

Sponsored collaboration content

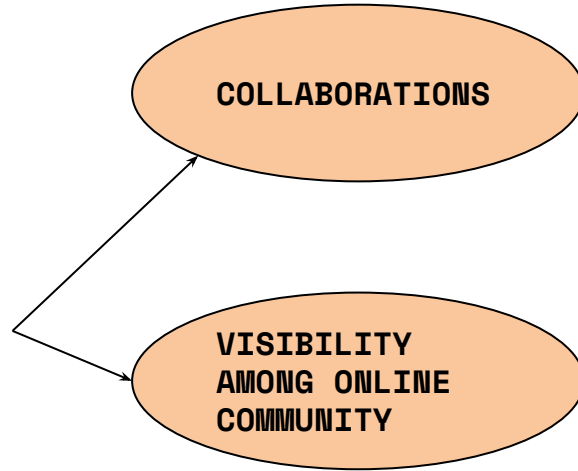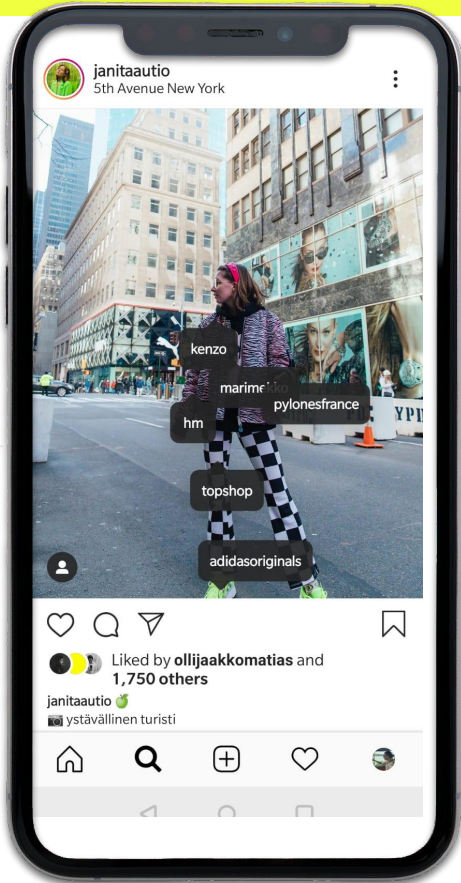
Pros and cons
+Control
+You know what you get
-Cost

Public relations / Earned media: gifts, events & trips

Pros and cons
+ Authentic content
+ (can be) Cost-effective
- Hard to achieve
- Time consuming
- No control → You don't know what you get!

Why influencer tags a brand without a collaboration?

Research & Development:
Curator, Advisor, Designer

BMuir Alexa Dagmar -kashmirneulemallisto saa jatkoa

Balmuir lanseerasi BMuir Alexa Dagmar -yhteistyömalliston Alexa Dagmarin kanssa elokuussa 2019. Mallisto saa jatkoa 6. helmikuuta 2020 kahdella uudella mallilla, yksi edellisen malliston tuotteista jatkaa osana kokonaisuutta.

BMuir Alexa Dagmar -mallisto on 100 % kashmiria ja se on toteutettu yhdessä Balmuirin pitkäaikaisen yhteistyökumppanin Alexa Dagmarin kanssa. Alexan mallisto sai upean vastaanoton ja se saa jatkoa kevään 2020 kynnyksellä.
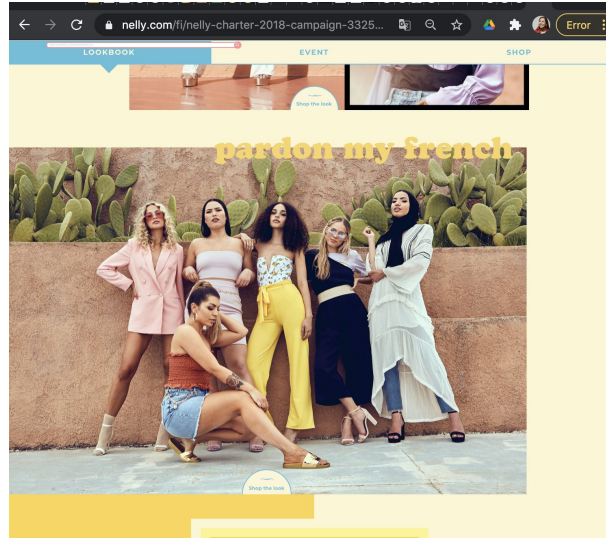
"Ensimmäinen vaatemallistoni Balmuirin kanssa oli unelmieni täyttymys ja yksi tähänastisen urani hienoimpia hetkiä. En meinannut uskoa korviani, kun viime syksynä kuulin, että Balmuir haluaa jatkaa yhteistyötä toisen malliston tiimoilta. Olin ujosti ehtinyt unelmoimaan toisesta mallistosta ja samalla miettimään miten malliston tarina jatkuisi. Halusin luoda vaatteita, joita vaatekaappini on aina kaivannut: ylellisiä ja vuosia kestäviä vaatteita, jotka sopivat saumattomasti sekä arkeen että juhlaan ja ovat vielä mitä mukavampia päällä - täydellinen kombo, eikö vain?"
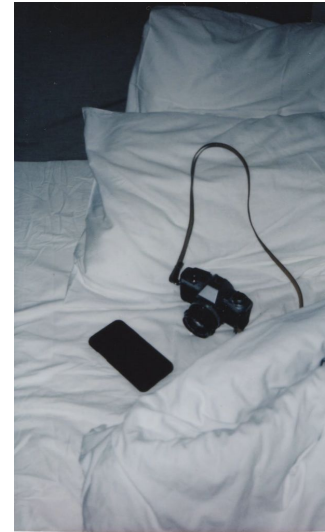
-Alexa Dagmar

Pros and Cons
+   Fan base
+   Connections
+   Media value
-    Lack of credibility & expertise?

Human Resources:
Model, Content creator

CATWALK MODEL

EDITORIAL MODEL
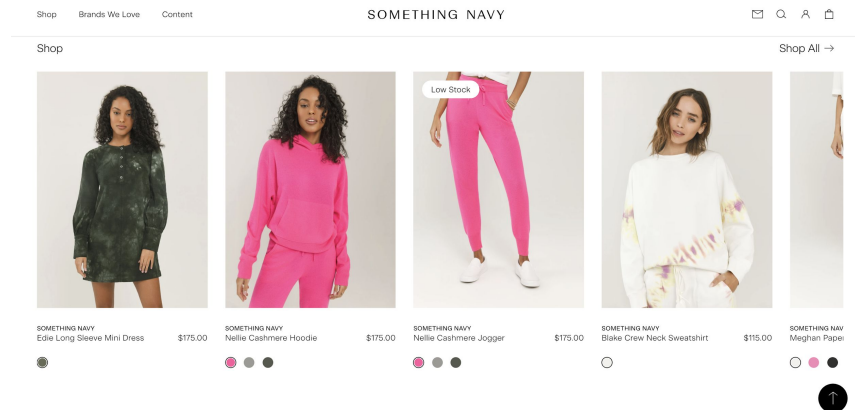

CONTENT CREATOR
(creating marketing materials and social media accounts etc.)

Pros and cons
+Freelance
+Earned media
-Professio-
nality?

Finance:
Shareholder

Pros and cons
+"Free" marketing
+Influencer commitment
-Losing equity

RESPONSIBLE FASHION INFLUENCER MARKETING

- Be a responsible brand yourself (influencers are more willing to collab and better audience responses).

- Tailor responsible campaign concepts and messages.

- Ask before sending products!

- Guide the influencers to disclose sponsored content including gifted products properly (according to the Consumer Protection Act).
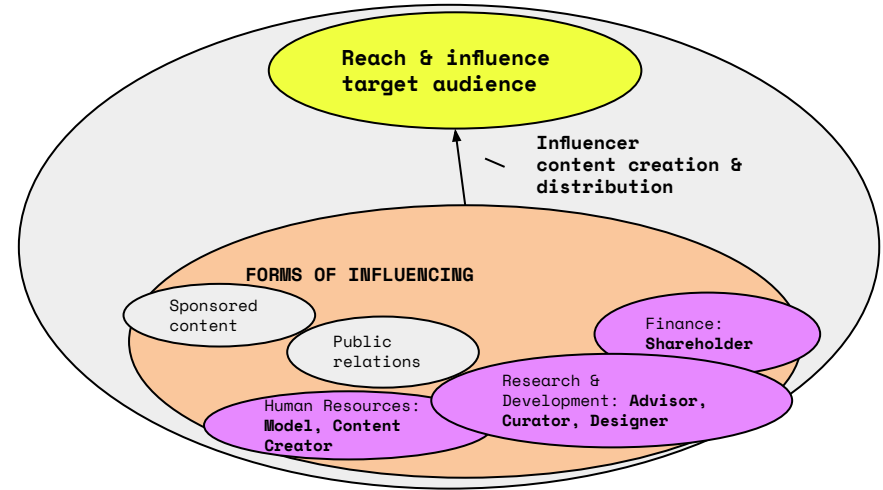
- Choose responsible influencers.
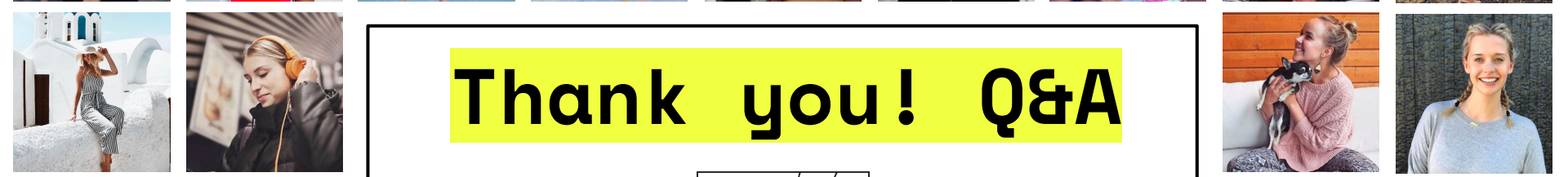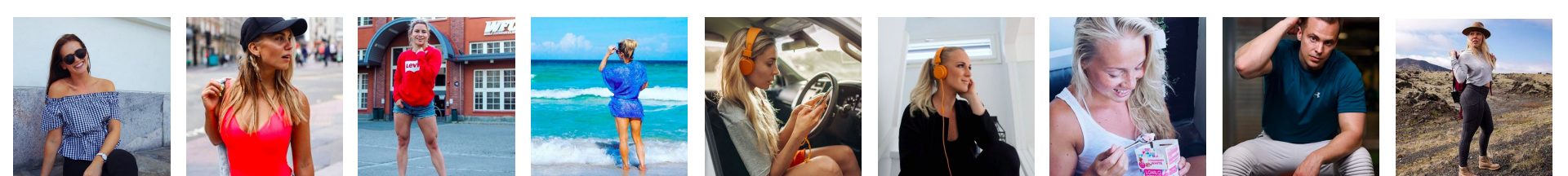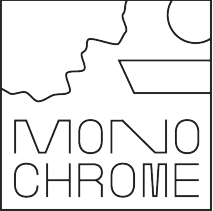
TO WRAP UP

How to match

BRAND
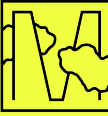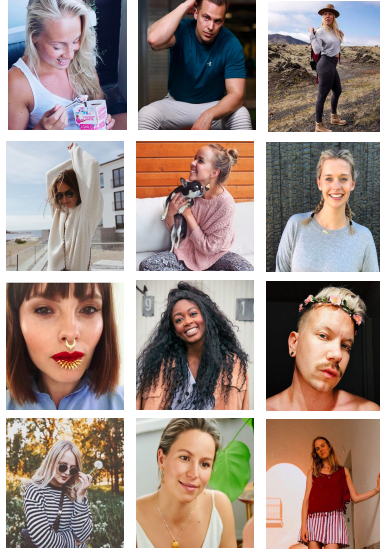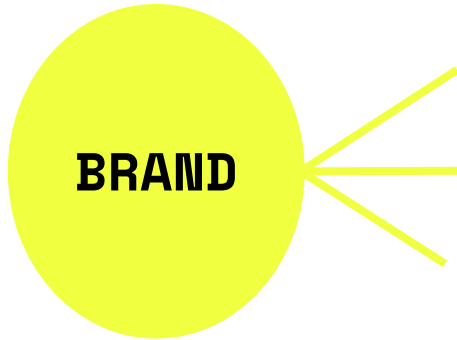
1. **TARGET OF THE COLLABORATION**
2. **TARGET GROUP**
3. **INFLUENCER ATTRIBUTES**
   Quantative & qualitative
   Open/semi-open/closed data
   Similarity/contrast

STRATEGIC SOCIAL MEDIA COMMUNICATION

Reach & influence target audience

Influencer content creation & distribution

FORMS OF INFLUENCING

Sponsored content

Public relations

Finance: **Shareholder**

Research & Development: **Advisor, Curator, Designer**

Human Resources: **Model, Content Creator**

Thank you! Q&A

Emma Naumanen, *CEO*
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