

INFLUENCER MARKETING

and the CUSTOMER JOURNEY

Influencers help you reach new audiences and guide them through the four stages of the influencer marketing customer journey:

awareness

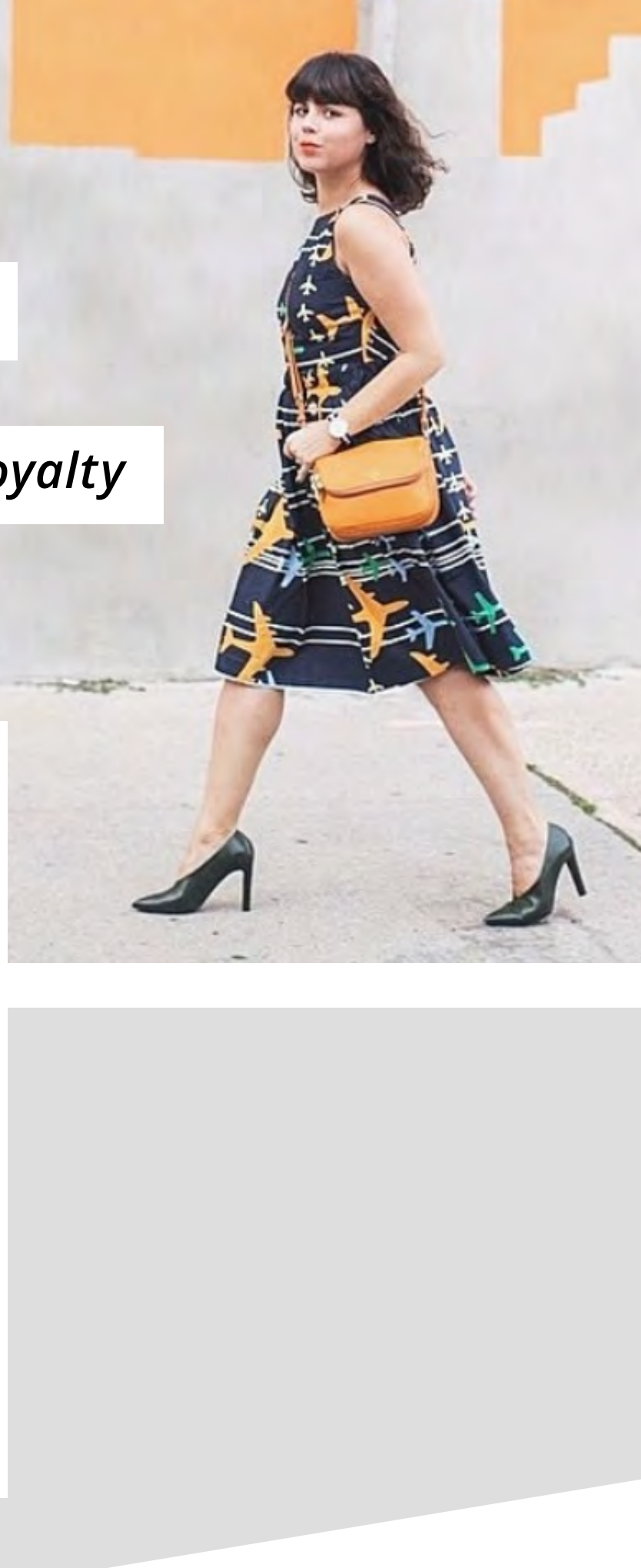
consideration

purchase

loyalty

These stages are similar to the ones in the traditional marketing funnel. The difference: Influencers deliver your message through a different medium, one that's trusted by your target audience.

Tailor your strategy accordingly.



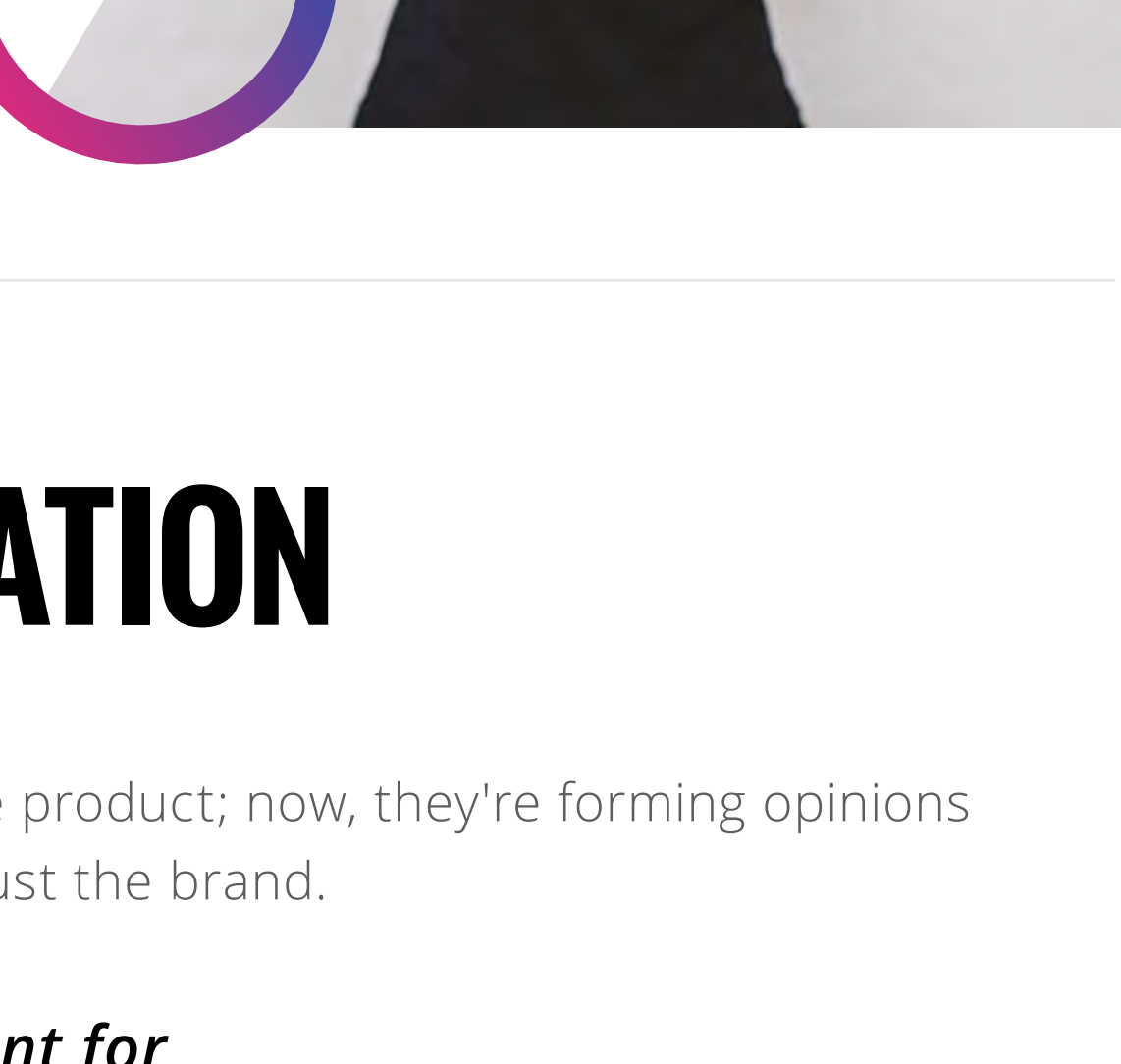
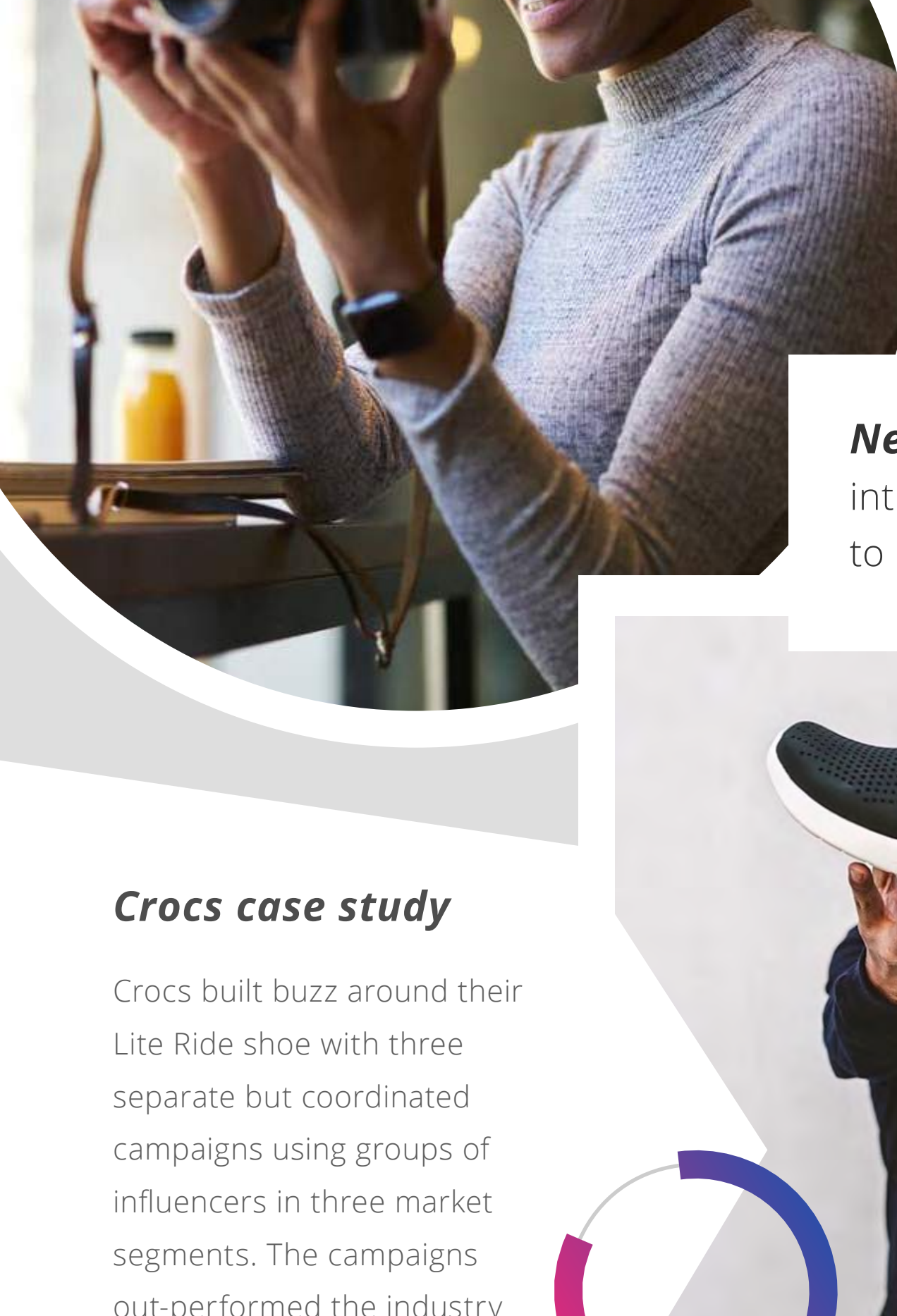
Stage 1

AWARENESS

Influencers help businesses of all sizes spread awareness.

Established brands spread awareness of their current value and promotions.

Newer brands introduce themselves to potential customers.



Crocs case study

Crocs built buzz around their Lite Ride shoe with three separate but coordinated campaigns using groups of influencers in three market segments. The campaigns out-performed the industry standard by **84 percent**.

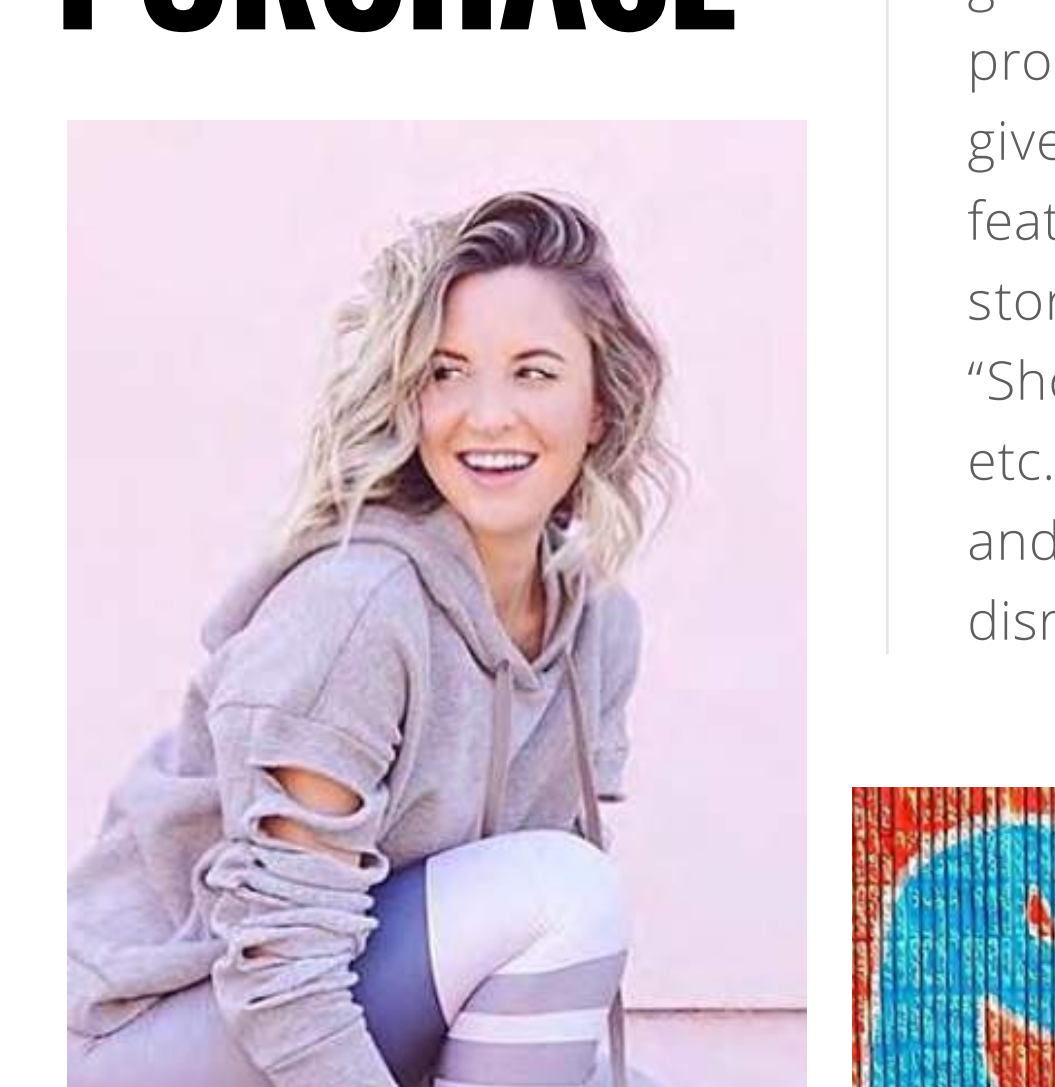
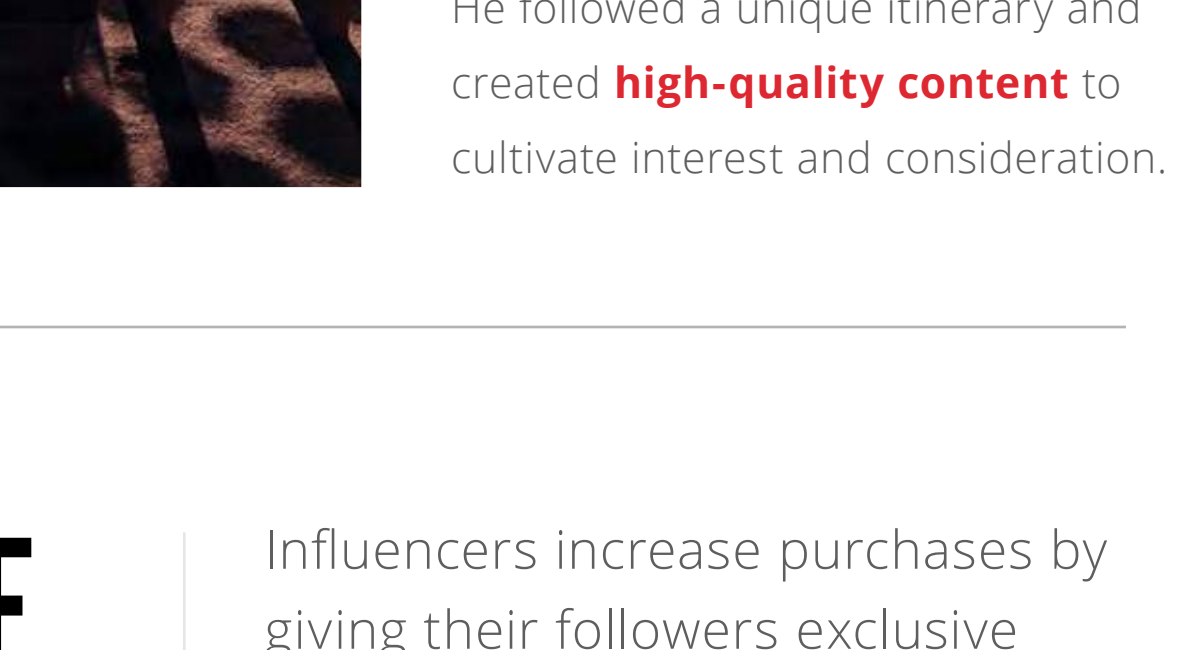


Stage 2

CONSIDERATION

Consumers know about the product; now, they're forming opinions and deciding whether to trust the brand.

Influencers are excellent for building this trust. Your audience respects their message and is open to following their recommendations.



Qantas case study

A world traveler and entrepreneur influencer exposed his followers to his travel adventures in Australia. He followed a unique itinerary and created **high-quality content** to cultivate interest and consideration.

Stage 3

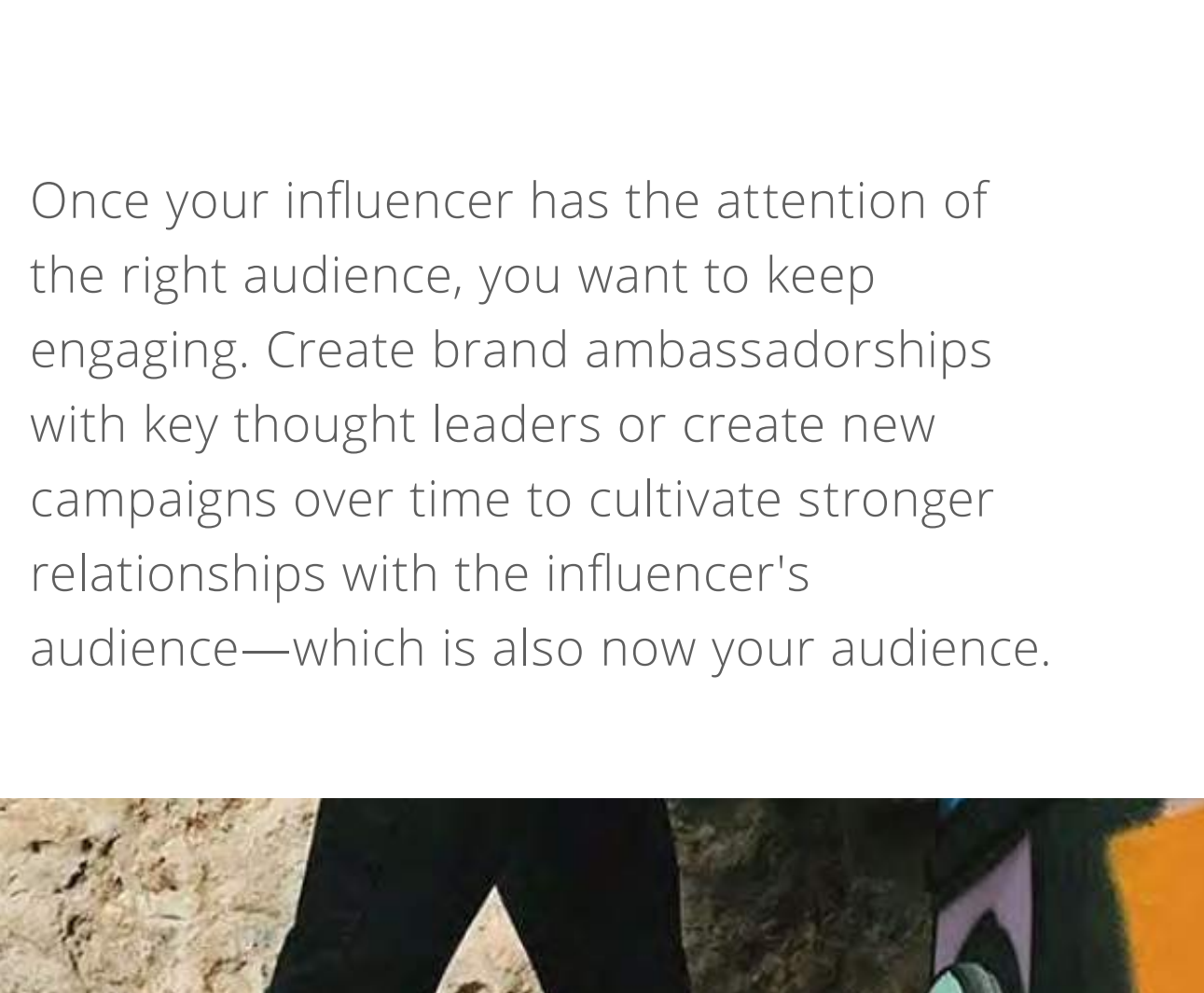
PURCHASE

Influencers increase purchases by giving their followers exclusive promotion codes and using a given platform's native sales feature (swiping up in Instagram stories, buyable pins on Pinterest, "Shop Now" buttons on Facebook, etc.). Make sure the steps to start and finish a purchase don't disrupt the experience.



Anthropologie case study

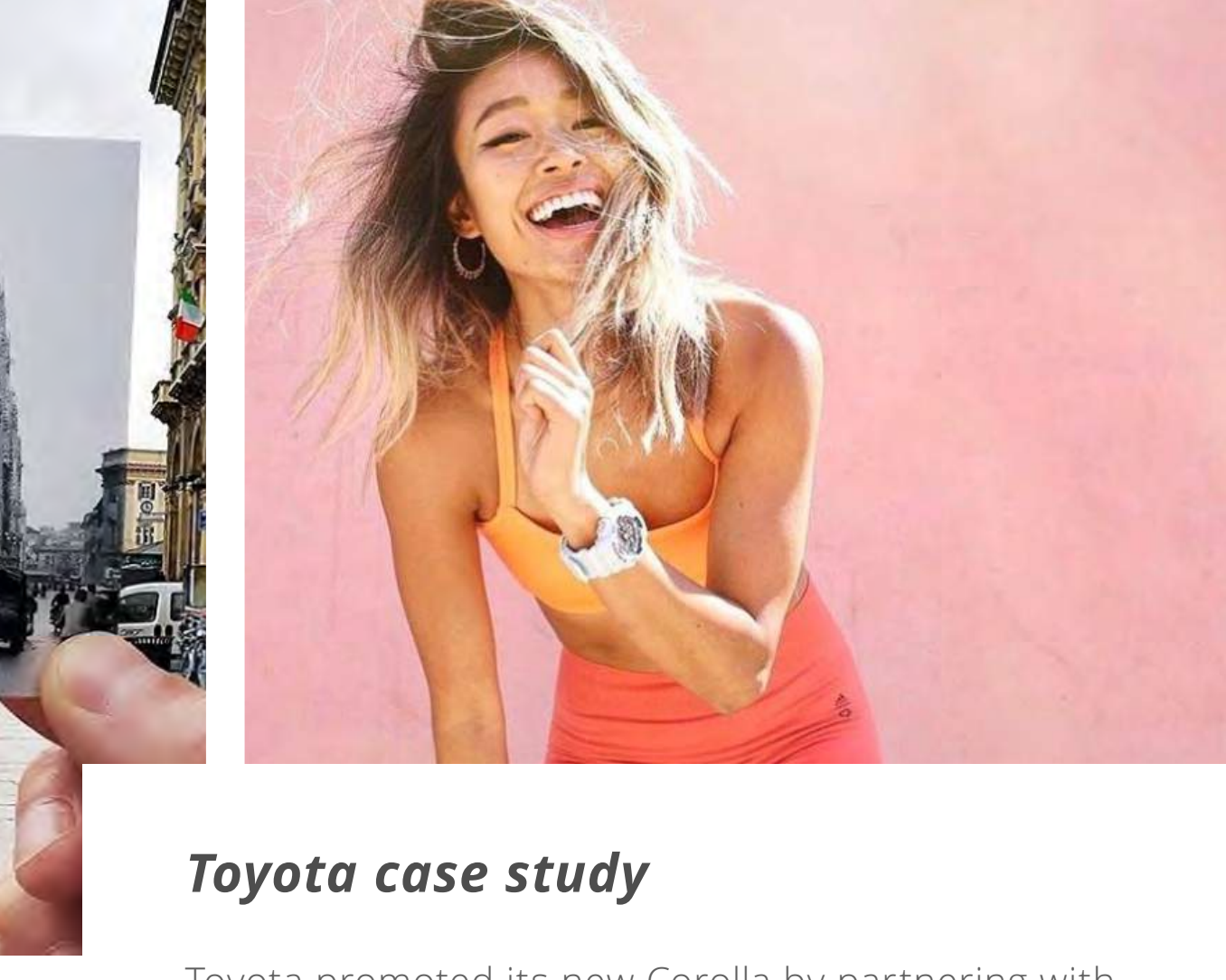
Anthropologie identified influencers in **each of the 50 states** and gave them state-specific promo codes for their followers to get \$20 off a pair of jeans.



Stage 4

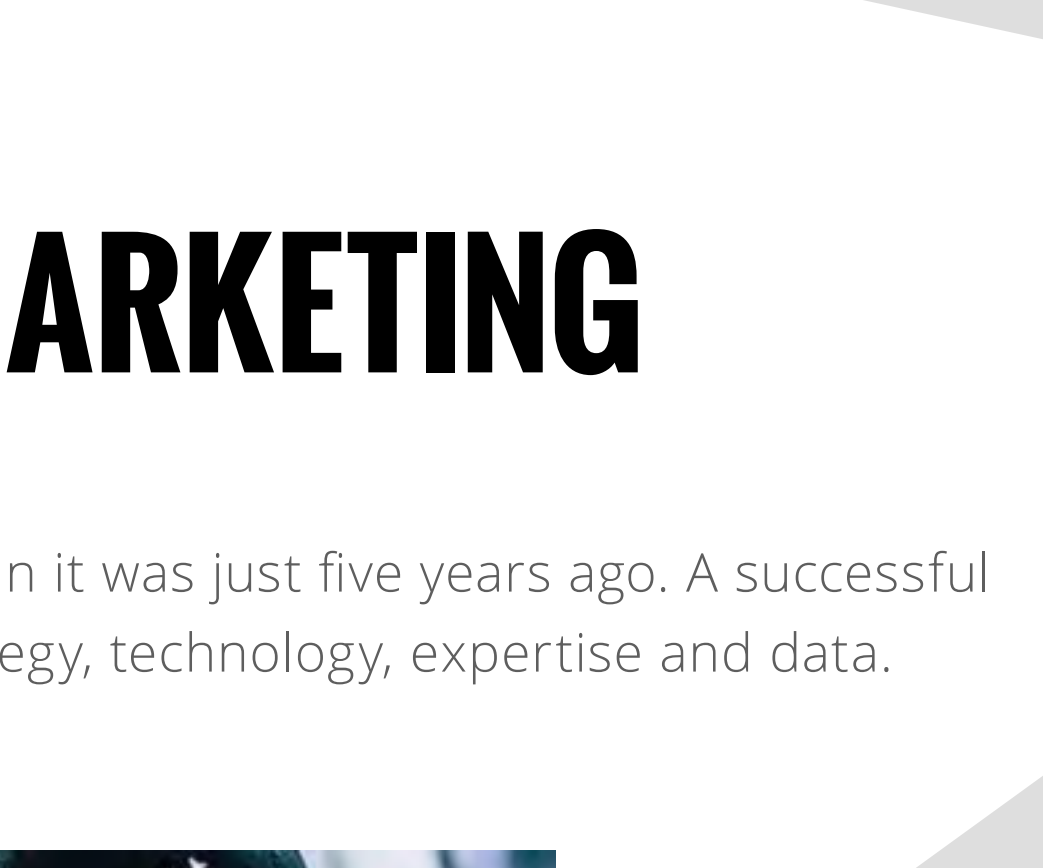
LOYALTY

Once your influencer has the attention of the right audience, you want to keep engaging. Create brand ambassadorships with key thought leaders or create new campaigns over time to cultivate stronger relationships with the influencer's audience—which is also now your audience.



Toyota case study

Toyota promoted its new Corolla by partnering with Gerard Adams, The Millennial Mentor, for a \$15,000 "start-up seed money" contest. The campaign generated more than **700 submissions**, **15 pieces of content** and a **3.55 percent engagement rate from its target audience**.



Success with

INFLUENCER MARKETING

Influencer marketing is different than it was just five years ago. A successful campaign now takes planning, strategy, technology, expertise and data.



As one of the first influencer marketing platforms, Open Influence taps an unrivaled trove of first-party data. Find out why major brands trust us to find the right influencers and create the perfect campaigns, like we did in the four examples here.

Launch your new influencer marketing strategy with Open Influence today.

Openinfluence

openinfluence.com/#GetStarted

