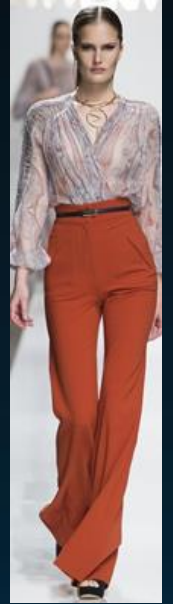


The new influencer ecosystem



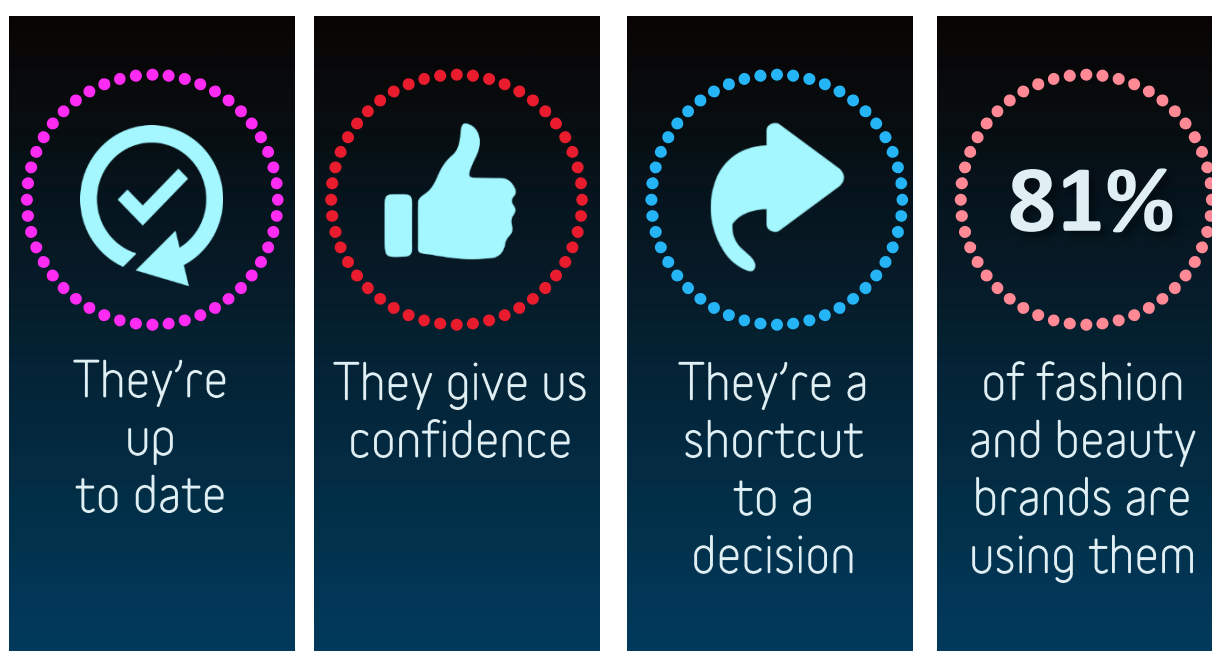
MAGNETIC
Fashion Breakfast January 2017

Content

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The Importance of Influencer Marketing is Growing

In the last 60 seconds Facebook received 4 million likes, 2 million Instagram hearts turned red, 7 million Snapchat videos have been watched, and nearly 300 hours-worth of video has been uploaded to YouTube. It is impossible to keep up with even a fraction of the content being generated and shared today. Increasingly consumers are turning to someone in the know to help narrow down content and information which will have the highest level of relevance to them – they are turning to influencers. Marketers are not far behind.



With the way the communications landscape is changing you could argue that influencers are only going to increase in importance.

Influencers help us make decision shortcuts, which makes them potentially the most important touchpoint of all, especially when targeting younger audiences. Hardly surprising then that influencer marketing is especially important in the fashion and beauty world. According to a 2016 report by E-consultancy almost 81% of fashion and beauty brands were pursuing an influencer marketing strategy.

The default starting place for an influencer marketing strategy is often social media stars, but 59% of marketers say getting an influencer's attention and being able to engage them is an ongoing challenge.

Magnetic wanted to take a fresh look at influencers to understand what makes a successful influencer. We've looked at this from multiple angles pulling together five separate data sources exploring influencer marketing from the consumer and content perspectives whilst considering both digital and offline channels.


Shakers vs. Makers: The Case for Deep Connections

Not all influencers are created equal. It might seem a logical statement but historically size has been used as an interchangeable proxy for connection. As our understanding of influencer marketing grows it is becoming increasingly clear that driving consumer action relies on deeper, more meaningful connections between influencers and followers.


Magnetic's quest to better understand the value of influencers was inspired by recent Time Out work. Using a mixed methodology qual/quant approach this study set out to pin down the qualities of the most impactful influencers. A key revelation was that not

all influencers are created equal. Some have significantly more impact on changing other people's opinions and behaviour and identified two key types of influencers that operate across multiple categories.

Shakers



- Very large social networks
- Lots of connections
- Enjoy helping others
- Actively advise
- Confident



Source: Time Out

Shakers are the classical, somewhat stereotypical, influencer. They have a large social network, they see their role as passing on useful information to others. They're looking to broadcast their point of view far and wide and shake things up.

They crave the recognition of likes or followers on social media, it makes them feel their opinion is appreciated. They're confident, but their confidence is affected by their status and size of social network.

Makers



- Large social networks
- Deeper Connections
- *More passionate*
- *More knowledgeable*
- Self-sufficient



Source: Time Out

Makers are a very different type of influencer. They have smaller social networks - but still big in absolute terms. They're more passionate and knowledgeable than Shakers. They're also more self-sufficient and

don't need social media recognition to feel their opinion is valid. Makers are about depth, and making things happen. They're looking for meaningful connections, not the largest following.

Makers Are More Likely to Drive Action Than Shakers

Traditionally in influencer marketing, we've tended to focus on number of connections assuming that visibility and influence walk hand in hand.

Think of Zoella for example who has more than 11.5m YouTube subscribers.

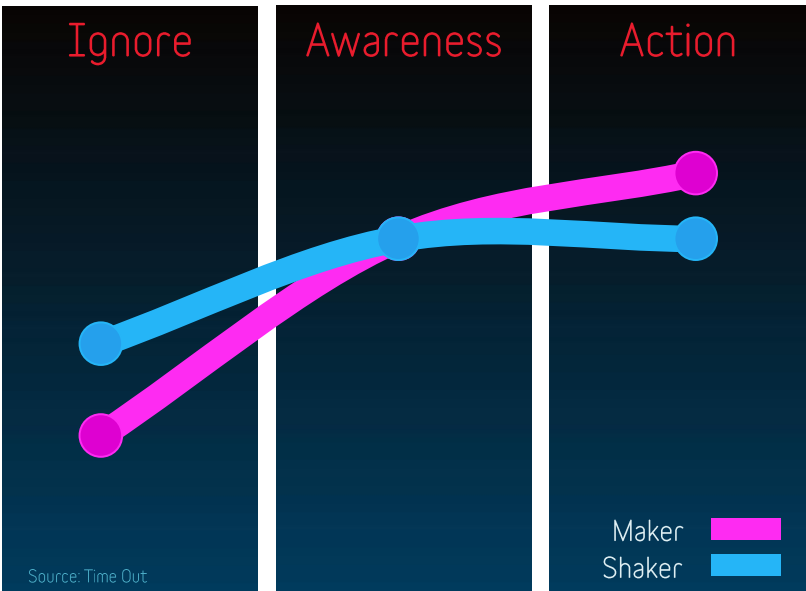
Such large numbers and degree of visibility is difficult to ignore but can lead to overlooking those with deeper, more personal connections.

From that foodie friend, the gadget geek at work or a social connection whose life is lived at the cutting edge of new fashion trends, examples abound of people we place a higher level of trust in because we have that personal connection with them.

Increasingly marketers are shifting focus, with E-consultancy's most recent influencer fashion report showing that 72% of marketers now believe that relevancy is more important than reach.

Going back to Makers and Shakers. It turns out Makers are business critical. Because it's Makers with those deep connections, that have a more significant impact on actually changing behaviour.

Consumers were asked what they were likely to do as a result of advice from a maker or shaker. Both would warrant making a mental note of the brand, but it's makers advice that is more likely to translate into action.



Makers are
23%
more effective
at driving
action

Impact is Supercharged by Maker's Expertise

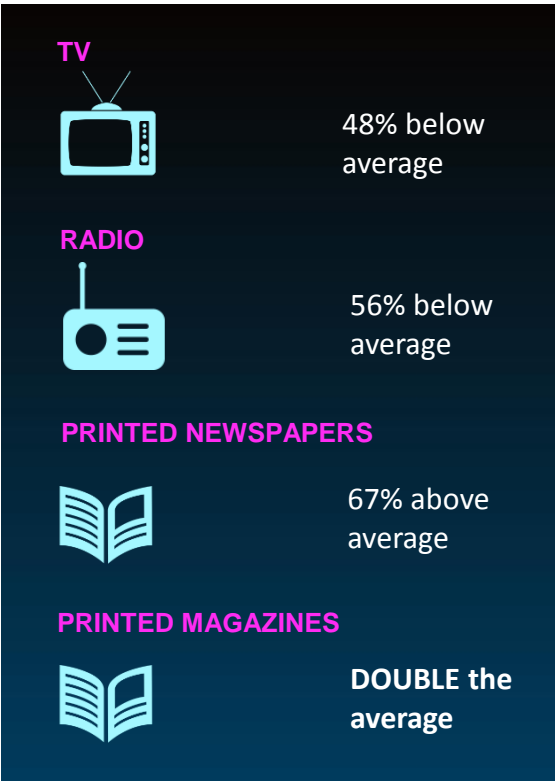
It's the knowledge and expertise of Makers that is supercharging their impact. Expertise significantly outperformed other traits when it comes to defining these types of influencers. Makers are 48 times more likely to consider themselves expert.

Nick Southgate, the Behavioural Scientist who worked on the project with Time Out, sums their appeal succinctly in [this video](#).

So having identified this business critical influencer audience of Makers how do we influence them?

The Time Out research revealed that they are hard to reach because they want depth of information. For this reason, mass media channels like TV and Radio fail to make an impact.

However, they are heavier than average consumers of digital content and crucially printed news and magazine content.



Expert



Passionate



Curious



Early Adopter



Fashion Insiders: the Key Micro Influencers

In order to take the Time Out work further, and develop how these expert influencers manifest in the context of the fashion and beauty industry, Magnetic worked with Starcount to develop our knowledge further. Starcount are a segmentation and data specialist at the forefront of the new wave of big data. Their mission is to arm businesses with a unique blend of digital and data driven insight.

Working with Starcount we wanted to understand these expert influencers with deep connections in the context of the fashion and beauty world.

Starcount is a segmentation and data specialist and at the forefront of the new wave of big data, arming businesses with a unique blend of digital and data driven insight.

It combines transactional data, social media data and 3rd party lifestyle data. Delivering a 360 consumer view of what your customers did, what they like and what they plan to do. This rich and commercially useful picture of your audience is supercharging business decision making and delivering tangible competitive advantage.

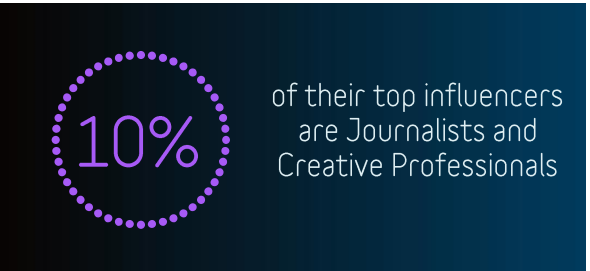
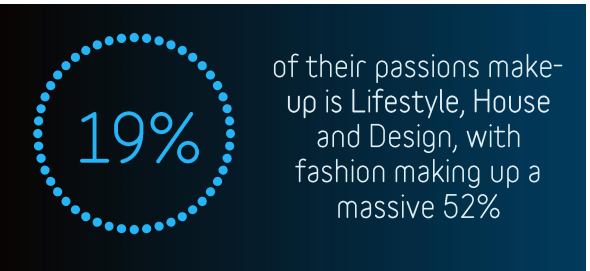
Their fashion segmentation is based on social media analysis of over half a million UK women. It identifies 10 distinct fashion and beauty audience's. We were keen to identify which of these 10 audiences were most likely to be the key influencers in the field.

Our analysis revealed that 'Fashion Insiders' are 4.7 times more likely to be content creators, follow the most amount of people out of the high-end segments and have a large number of followers.

They are micro level influencers, many of whom are working in the fashion and beauty world. This is the group where we are most likely to find those everyday influencers, with deep connections rooted in expertise that drive action.

Fashion Insiders are key for high street and luxury brands. Just as many Fashion Insiders follow the likes of ASOS and TOPSHOP as they do NET-A-PORTER. They are characterised by a passion for creativity and style.

They are 7x more interested in Arts, Crafts and Design than the Shopping Realists. Fashion is a big passion - 52% of who they follow is fashion orientated, 19% is Lifestyle, House and Design. 10% of their top influencers are Journalists and Creative Professionals.






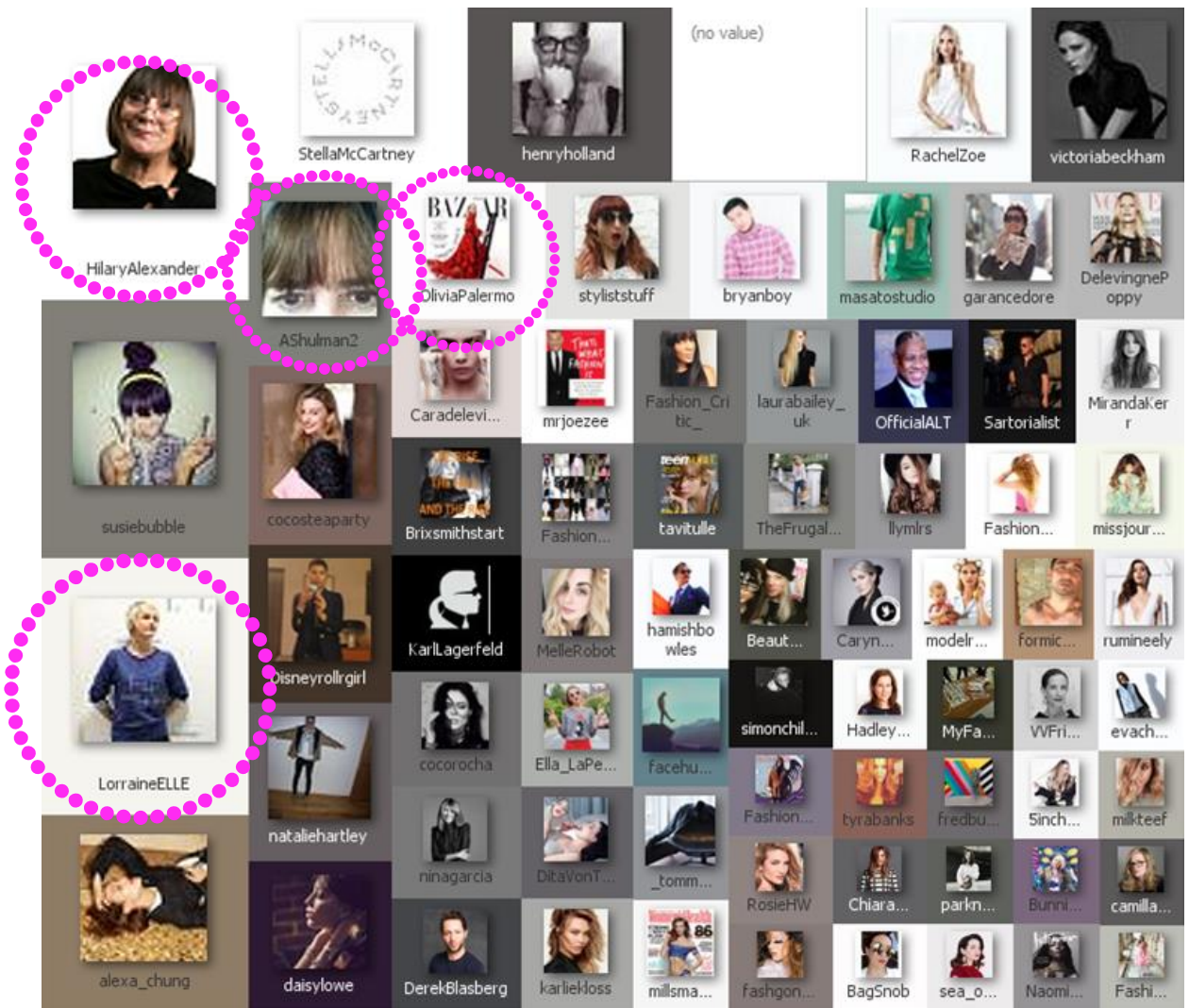
Fashion Insiders are keen magazine media followers

We examined in more detail what interests Fashion Insiders and who they are likely to follow. Interestingly unlike a lot of the other segments who are more likely to follow celebrities (music and TV stars for example) ‘Fashion Insiders’ are more likely to follow content and brands, including magazine content.

The top three sources they follow are websites (a third of which are mags), fashion brands and magazines. This content clearly feeds their passion and desire for knowledge.

In terms of the people ‘Fashion Insiders’ are influenced by, magazine editors and brands feature prominently.

1. Websites 
2. Brands 
3. Magazines 



Magazine Media Can Influence Fashion Buzz at Scale

We have conclusive evidence that magazine media and its editors are a key audience when it comes to influencing fashion insiders, but we also wanted to understand the role that it plays in driving buzz at large scale. In order to do so, Magnetic worked with 2CV to conduct analysis to understand the key chatter drivers behind London Fashion week.

To add further weight to this argument we conducted some social media analysis with 2CV that looked at how content was shared over London Fashion Week; making a direct comparison between the top 50 magazine brands and the top 50 bloggers that were active over that period.

Whilst it is true that bloggers originated more posts than magazine brands over that period, in terms of reach magazine posts connected with just as many people.

Magazine content was more likely to be shared than that of bloggers, achieving on average eight interactions per post compared to two for bloggers.

This means that magazine brands achieved four times the level of earned engagement as top posts from bloggers. This demonstrates that magazine brands can have influence at a scale comparable to bloggers. They achieve a more engaged reach because of relevancy.

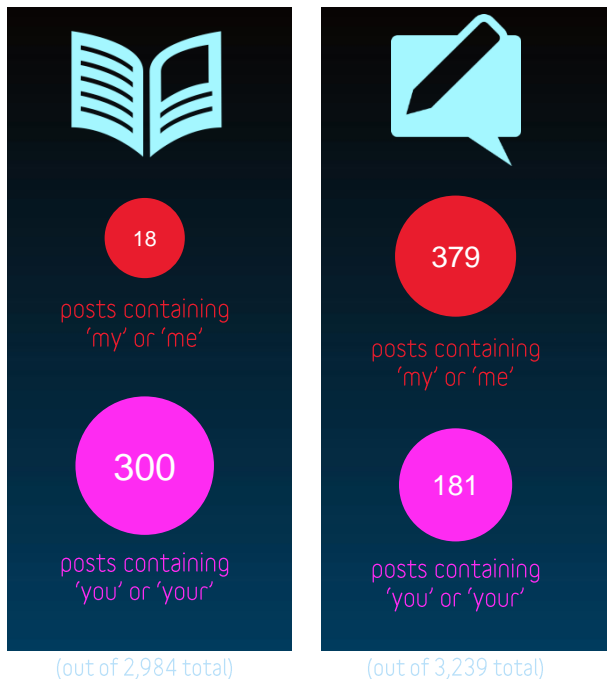


Magazine Content Reflects More Positively on Brands

Our work with 2CV revealed that this was because bloggers posts tended to have a 'me' focus whereas magazine brands a 'you' focus.

An even closer look at the content, and analysis of the dominant language used, shows that magazine content had a better ability to reflect positively toward the brand, whereas blogger posts tend to be more personal.

It's clear from the Starcount analysis that magazine brands and editors online are influencing the fashion influencer and from the 2CV work that magazine fashion content is getting shared more readily than that of bloggers over fashion week.



Positive interactions with Magazines



VS. Bloggers



Magazines Continue to be Influential Offline

In the face of technology advancement and new ways of communication emerging seemingly daily, it is important to remind ourselves that the tried and tested means of influencing specific target audiences at scale remains intact. Our final piece of work used TGI to measure the enduring influence that printed magazines continue to hold in the fashion arena, supplemented by new evidence from Australia which showcases the value of advertising in the medium.

Our TGI analysis shows that printed magazines remain a trusted source of high quality, curated content to fashion audiences.

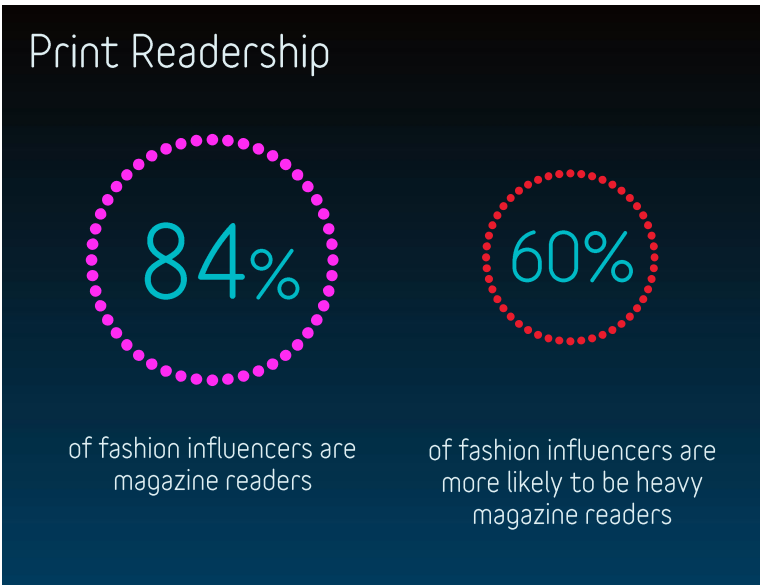
84% of Fashion Influencers continue to be print magazine readers. In fact they are 60% more likely to be heavy magazine readers.

Work done in Australia by the Magazine Networks also reminds us of the power of conventional display advertising when it comes to influence. It reveals that magazine channels are 77% more critical to building confidence in products than social media.

In addition 68% of fashion magazine readers claim to have been influenced by an advert they saw in their magazine.

These five data sets combined show that in the field of influencer marketing deeper connections rooted in expertise deliver better results. Better because they:

- **Deliver engaged reach**
- **Achieve more meaningful connections**
- **Are more likely to drive action**



Conclusion

It's clear that magazine channels are often where influencers are sourcing their information and acquiring knowledge. If you want to influence the influencer, magazine brands offer you access to that audience as well as the type of content that is fuelling their passion and desire for knowledge.

1. Reach is not the same as influence. You can be well connected but that doesn't guarantee you will convince. Pursue an engaged reach strategy in your influencer marketing.
2. Successful influencer marketing involves identifying segments with deep connections.
3. These types of audiences love content that gives them expertise including magazines.
4. This content, when passed on, is more likely to get acted upon because it is seen as expert.