

MAGNETIC

THE NEW INFLUENCER ECOSYSTEM



Influencers are
increasingly being
used in the media
mix

M The influencer landscape is evolving

Micro-influencer marketplace Tribe launches in UK with Moët Hennessy, Selfridges and Burt's Bees

Australian founded micro-influencer online marketplace Tribe launched in the UK with campaigns for Moët Hennessy, Selfridges and Burt's Bees.



Source: Tribe and L&L

L'Oréal: how influencers are 'challenging' the way it creates products and campaigns

By Nadia Mahon - 21 September 2016 11:00am

806



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Measuring ROI on Influencer Marketing

March 2017

In association with Fashion and Beauty Monitor

Overview

Marketers agree between £100m and £200m per influencer marketing programme last year, which is expected to double its size this year. However, proving ROI on influencer marketing has been identified as one of the biggest challenges by brands and influencers alike.

The Housering ROI on Influencer Marketing best practice guide produced in association with Fashion and Beauty Monitor, is aimed at helping marketers understand the challenges at hand, explore standardised metrics being used by the fashion and beauty industry and learn best practice tips that will help achieve a more profitable influencer marketing strategy.

About the Report

Overview
What you'll learn
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What's the state of influencer marketing in 2017?

By Nicky Lacey - 10 February 2017 11:00pm

442



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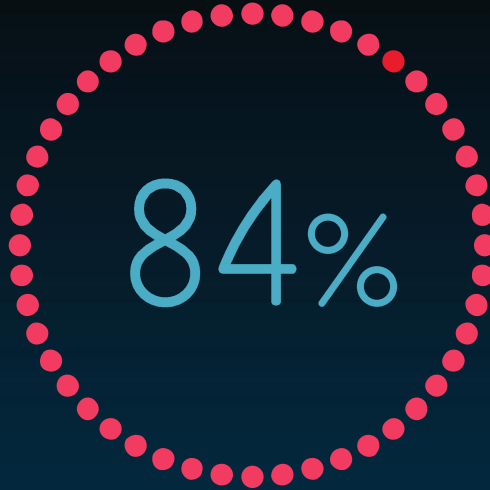
A video from Julien Land

Influencer marketing is not a fad

Influencer marketing is not going anywhere. The industry is moving towards a world in which brands seek ongoing engagement over one-off ad campaigns.

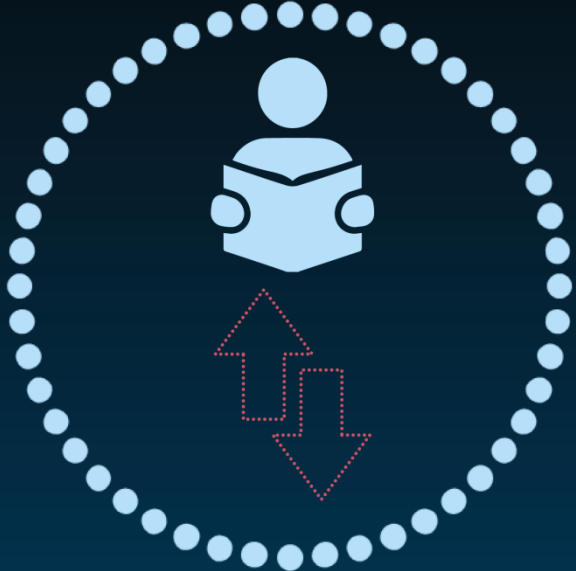


M | And increasingly attracting marketing spend



of marketing professionals worldwide
expect to launch a campaign involving an
influencer in the next 12 months

M | Our Hypothesis and questions



M | We explored three different sectors



M | What we did



Magazine media:
authors who describe themselves as any of the following in their bio:

- Magazines
- Magazine Editors/Journalists/Columnists



Bloggers:
Authors who describe themselves as bloggers or linked to their own blog in their Twitter bio

Motoring: We also analysed Newspapers & Journalists as identified by their twitter bio

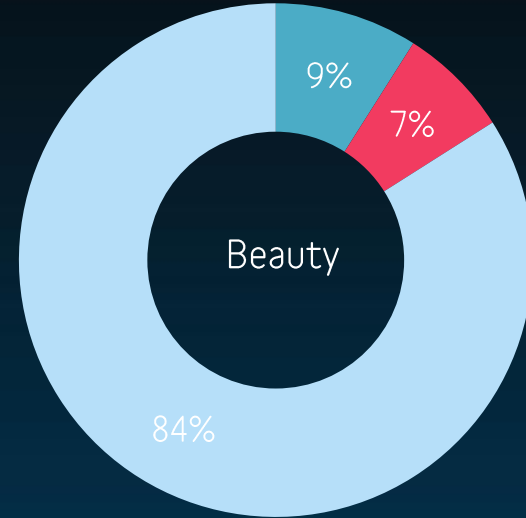
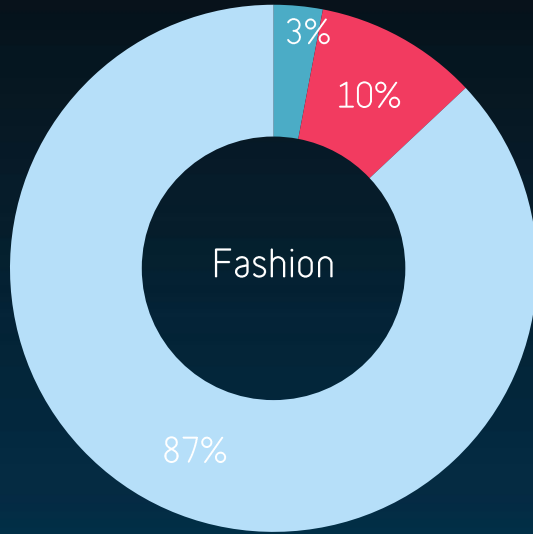


the potential audience of
the original author +
audience reached via
retweets



the number of
interactions
((replies/likes/retweets)
an individual post
generates

M Magazines and bloggers make a strong contribution to the overall activity during London fashion week



Magazines
Magazines,
Journalist/editor/columnists



Blogs
Authors who identify as
bloggers in bio or link to blogs



Other Authors/Consumers
All other authors/consumers
posting about #LFW

M Magazine brands fashion & beauty content matched and was larger than the reach of bloggers

Total Posts



5.7K

25.4K



219

175



Reach Score

12M

12M



28K

8K

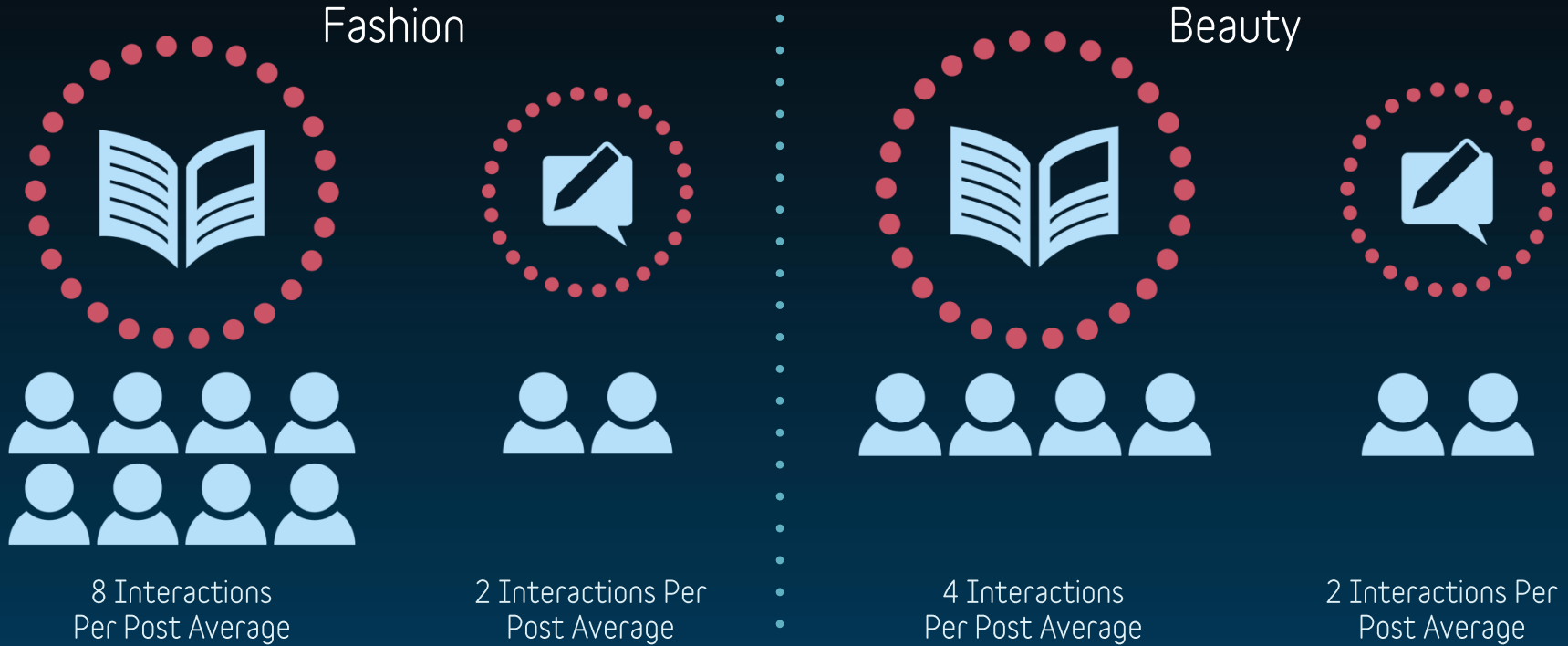


Magazines



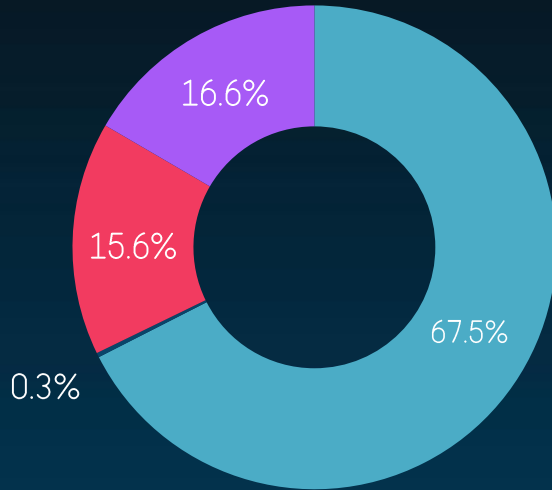
Blogs

M Magazine content in the fashion world is more likely to be shared than that of bloggers

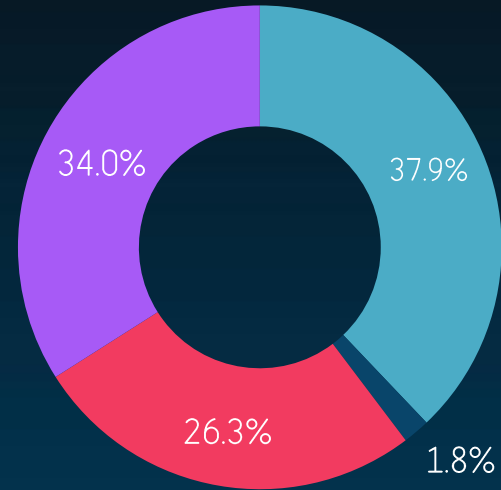


M | Magazines produced the most content at both motor shows

The London Motor Show



The Geneva International Motor Show



- Magazines
- Newspapers
- Bloggers
- Journalist

M Magazines generate the most reach

The London Motor Show



reach compared to other
channels

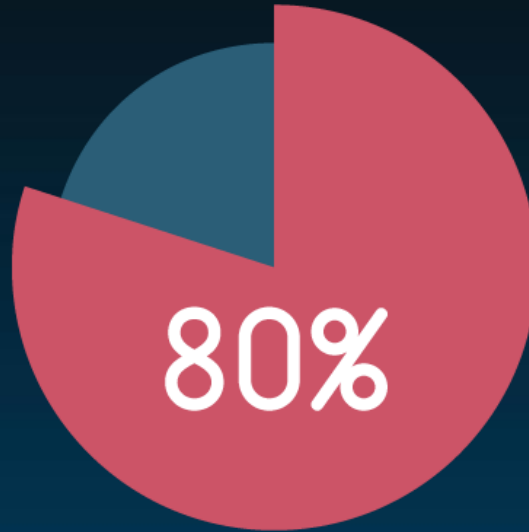
The Geneva International
Motor Show



reach compared to other
channels

M Magazine environments are where influencers congregate

From the top 100 posts by reach....



of the posts were generated by magazine brand forums



What makes
magazine
content different
from the rest?



M Bloggers 'ME' focus as opposed to magazine 'YOU' focus explains amplification



379

posts containing
'my' or 'me'

181

posts containing
'you' or 'your'

(out of 3,239 total)



18

posts containing
'my' or 'me'

300

posts containing
'you' or 'your'

(out of 2,984 total)



M For fashion & beauty magazine content has the ability to reflect positivity back towards brands, blogger positivity is very personal

Positive interactions with Magazines

Millie Mackintosh Ellie Goulding
Cutting a more low First time
Interesting
Milan Laura Whitmore Winter British
Front row Topshop LFW AW16 Paris
LFW Fashionweek Fashion Week
Women Hair New York AW16
New York Fall Repost SS16 Paris NYFW Fashion show
Fashion Week Showing off her gym-honed Happy
Erdem Fashion style Street style Nicola Roberts
Alexander McQueen Effortlessly stylish



Fashion



Beauty



VS. Bloggers

krisgalaxy
Fashion boy Baby sweet
Amazing
BloggingGals
Love Show
Excited



Fashion



Beauty

M

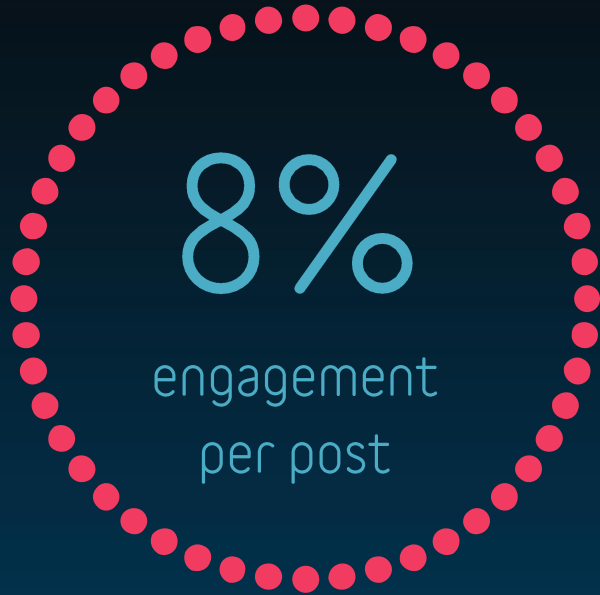
The same story emerges on Instagram...Bloggers focus on themselves where as magazines focus on the brands



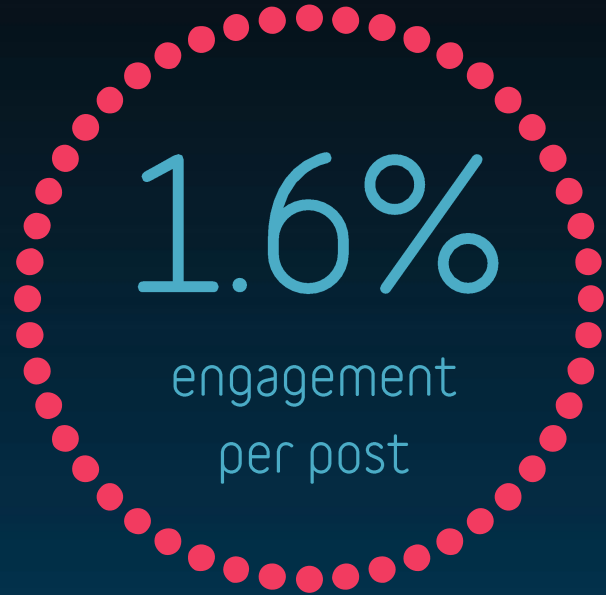
The background of the slide features two human head silhouettes facing each other, filled with a complex arrangement of various-sized grey gears. A large white circle is centered between the two heads, containing the title text.

The role of the expert

M | As an influencers follower total rises, the rate of engagement decreases



Less than 1,000
followers



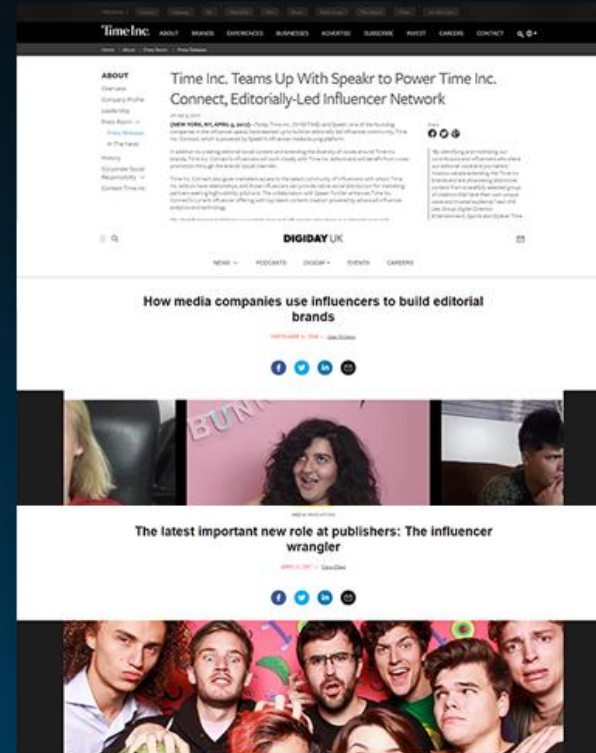
10 million plus
followers

M Expertise is supercharging impact





Magazine brands are offering new influencer marketing opportunities



M Relevant reach is the key to successful influencer marketing

- Magazine content achieves relevant engaged reach
- Passion audiences in fashion and beauty are engaging and sharing our expert content
- Motoring fanatics are gravitating to magazine brands as an environment to fuel their passion
- Magazine editors and journalist are micro-influencers