The new influencer ecosystem

FASHION

BEAUTY

AUTOMOTIVE

MAGNETIC

PPA FESTIVAL MAY 2017

Content

Introduction

Influencer marketing is increasingly being used in the media mix and this trend only seems set to grow as social media environments are becoming increasingly part of the decision making process for consumers. In this cluttered market place, consumers are turning to influencers as a voice of expertise and relevancy.

With this shift, the influencer ecosystem is evolving, the topic has been dominating the trade press as brands start exploring new strategies and commercial opportunities. Influencers are being utilised to cut through the noise and clutter as well as being more targeted.
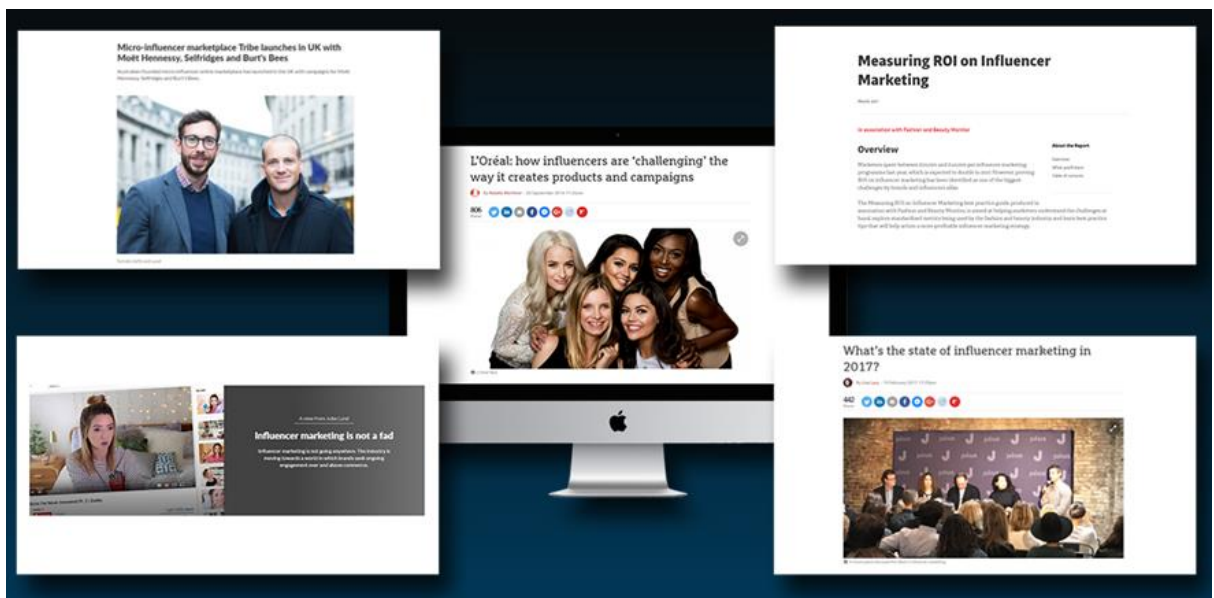
Influencer marketing is going to be an increasingly important area to understand as given marketers expect to increase their spend in this area.

Magnetic set out to explore the role of magazine media in this new influencer eco-system and the impact they have in terms of reach and engagement compared to other channels.
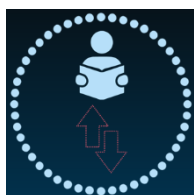
84%

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

Source: eMarketer

The Key Questions

We started the project with a few key questions we wanted to address:

1. What is the role of our editors and journalists in the new influencer ecosystem?

2. What is the impact of magazine brands in terms of reach and engagement compared to bloggers and other channels?

3. Does the expertise of our specialist editors still hold sway in the new influencer ecosystem?

Our hypothesis was that the passion and expertise of our journalists and editors in their areas of specialism would still play an important role, and we wanted to quantify this. So, we decided to explore influencer marketing across three different passion areas: Fashion, Beauty & Motoring.

Last year, we did some analysis over London Fashion Week and released a report, which you can find in the Insight & Data section of our website. We have updated this analysis to include beauty and conducted a separate piece of analysis for motoring.

We looked at beauty as a natural extension to fashion as we know that social media influencers are increasingly playing a role in this category.

We chose Motoring as a deliberate contrast to stretch and test our hypothesis. It's a longer purchase journey and a male biased category.

For the analysis, we used two different social media listening tools: Brandwatch for Fashion and Pulsar for Beauty and Motoring. In social media listening analysis, it is important to have an area of focus so you are able to concentrate on the most relevant data. We chose to focus our analysis around key sector events where influencers are more likely to be active. For fashion and beauty we chose London Fashion Week and for motoring the London Motor Show and The Geneva International Motor Show.

For all the events we looked at pre, post and during the event. The analysis included multiple channels: Twitter, blogs, forums, Facebook and Instagram, depending on the capabilities of the tools we used. In some instances our analysis is focused on specific social media environments and other times it incorporates the majority of them. As you go through the report we have referenced each social media tool and source used.

For our Fashion and Beauty analysis the first dive into the data made it obvious that a magazine vs bloggers piece of analysis would be interesting

When we looked at motoring, bloggers weren't so active, so for this analysis we have compared magazines to all other authors, this includes bloggers, journalists and newspaper editors and writers

We chose to focus our analysis on 2 key metrics that we thought would be of interest to clients. Reach in terms of audience and engagement in terms of replies, like and retweets.

Fashion & Beauty

When we examined the data across London Fashion Week we found that the majority of content was produced by consumers, however magazine brands and bloggers create a significant amount of content.
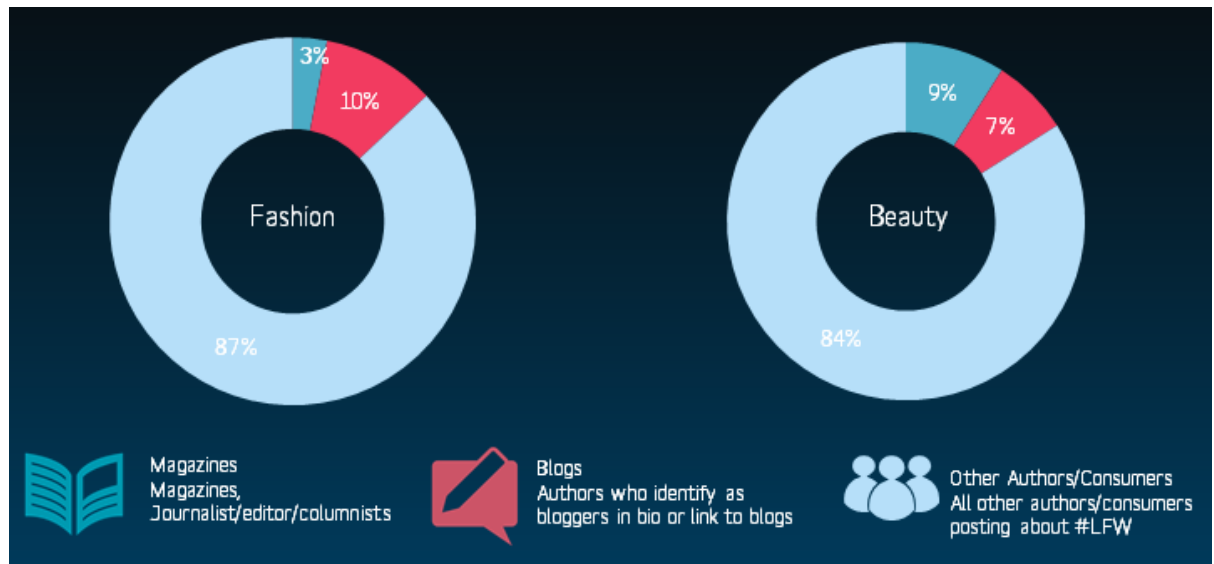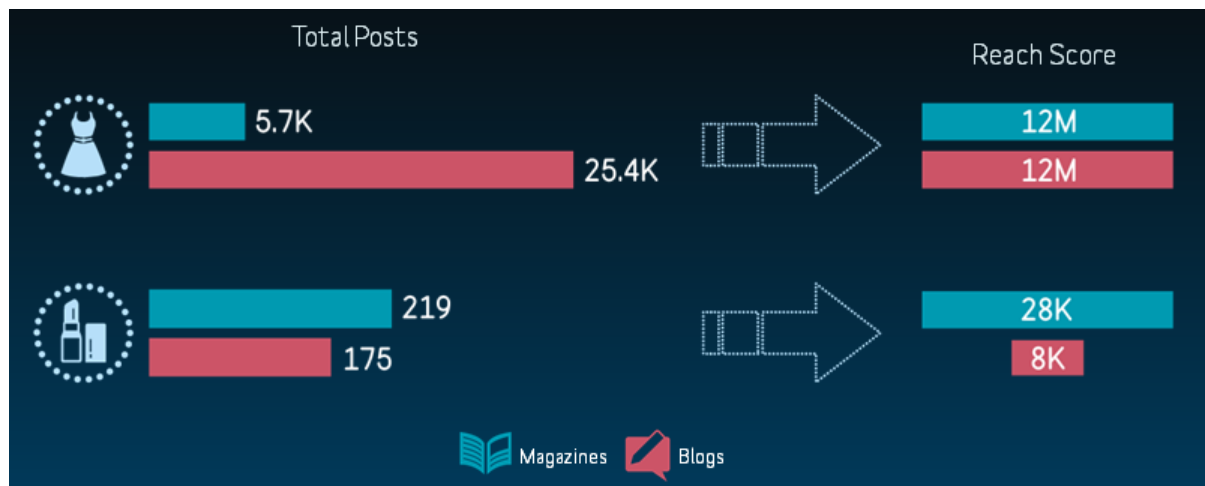

Source: 2CV | Pulsar (Twitter, Forums, News & Blogs + Facebook for Beauty)

We then concentrated on the commercially created content of magazine editors vs bloggers.

We found that for fashion, interestingly whilst it is true that bloggers originated more posts than magazine brands over the fashion week period, in terms of reach, magazine posts connected with as many people.

For beauty, although a lot smaller than fashion, not only did magazine brands produce more content it also reached more people than bloggers

Source: 2CV | Pulsar (Twitter, Forums, News & Blogs + Facebook for Beauty)
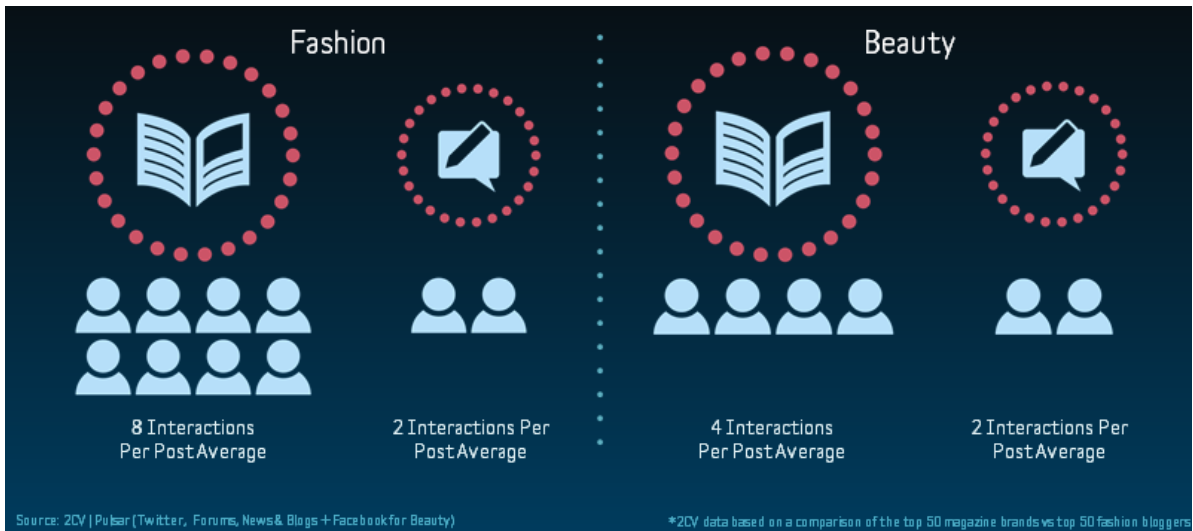
Fashion & Beauty Engagement

We then explored the engagement of posts generated by both magazine brands and bloggers.

The extended reach that magazine brands manage to achieve is explained by the level of interaction with their posts.
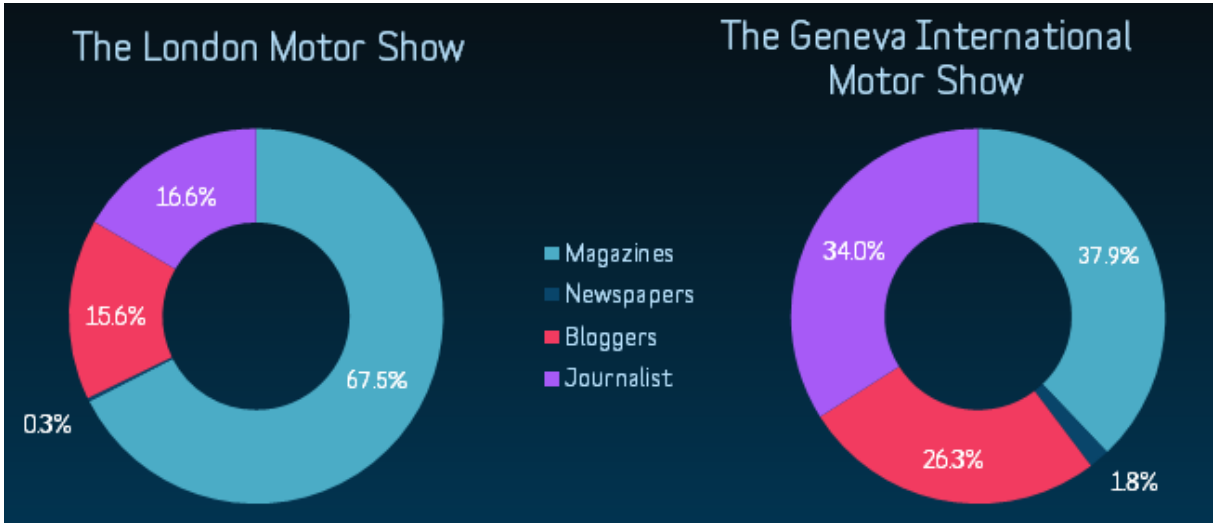
For fashion, magazine content was more likely to be shared than that of bloggers, achieving on average 8 interactions per post as compared to 2 for bloggers and for beauty a similar pattern emerges with an average of 4 interactions per post for magazines and 2 for bloggers.

We can see that magazines are achieving an engaged and relevant reach

Fashion

Beauty

8 Interactions
Per Post Average

2 Interactions Per
Post Average

4 Interactions
Per Post Average

2 Interactions Per
Post Average

Source: 2CV | Pulsar (Twitter, Forums, News & Blogs + Facebook for Beauty)

*2CV data based on a comparison of the top 50 magazine brands vs top 50 fashion bloggers
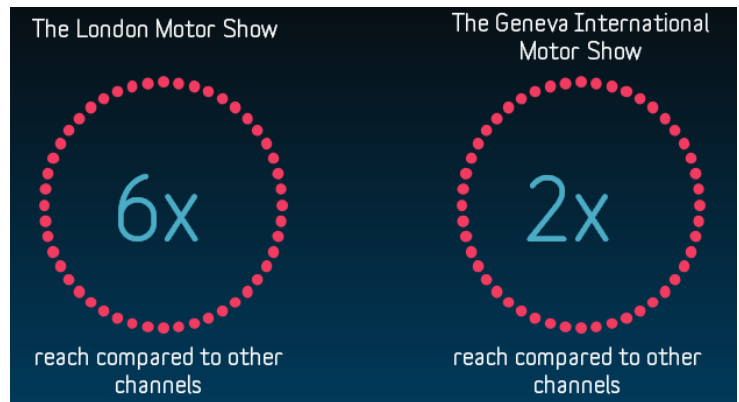
Motoring

For our motoring analysis we looked at Twitter, forums, news and blogs. We found that the majority of content was also produced by consumers. We have therefore focused on the commercially produced content from magazine brands, bloggers, journalists and newspapers. From this, we were able to establish that magazine brands generated the most content compared to other channels.

The London Motor Show

16.6%
15.6%
0.3%
67.5%

- Magazines
- Newspapers
- Bloggers
- Journalist

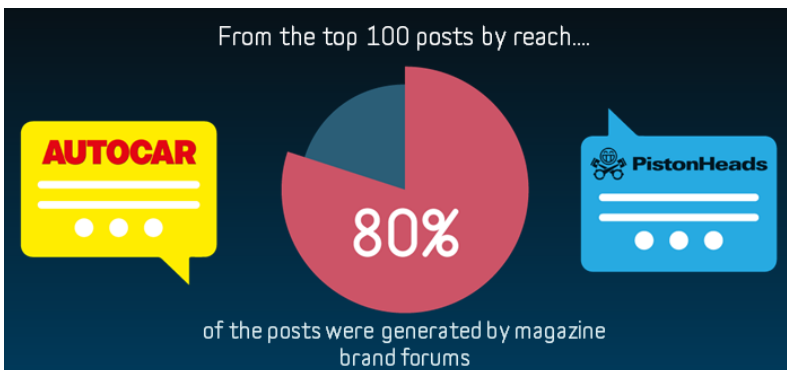## The Geneva International Motor Show

34.0%
37.9%
26.3%
1.8%

Source: Pulsar (Twitter, Forums, News & Blogs)

We also found that motoring content from magazine brands had better reach because of increased engagement. For The London Motor Show our content reached 6 times the audience compared to all other channels and for The Geneva International Motor Show our content reached double the audience.

The London Motor Show

6x

reach compared to other channels

The Geneva International Motor Show

2x

reach compared to other channels

Source: Pulsar (Twitter, Forums, News & Blogs)

From the top 100 posts by reach....

AUTOCAR

80%

PistonHeads

of the posts were generated by magazine brand forums

What was most interesting with motoring, is that even more of the content is created by consumers rather than editors, journalists and bloggers and they choose to post this content in magazine brand environments as they are seeking out expert spaces to congregate.

# What Makes Magazine Content Different from the Rest?

From the analysis, we were able to establish that magazine brands were not only engaging consumers but also managing to achieve reach. We believe this success in the influencer marketing space is driven by relevant reach which is easier to achieve in magazine passion environments. But we also wanted to explore a little further, what was it about magazine content and environments that make it different from the rest?

Content analysis of the blog posts revealed that bloggers me focus as opposed to magazines your focus might explain the reason for amplification
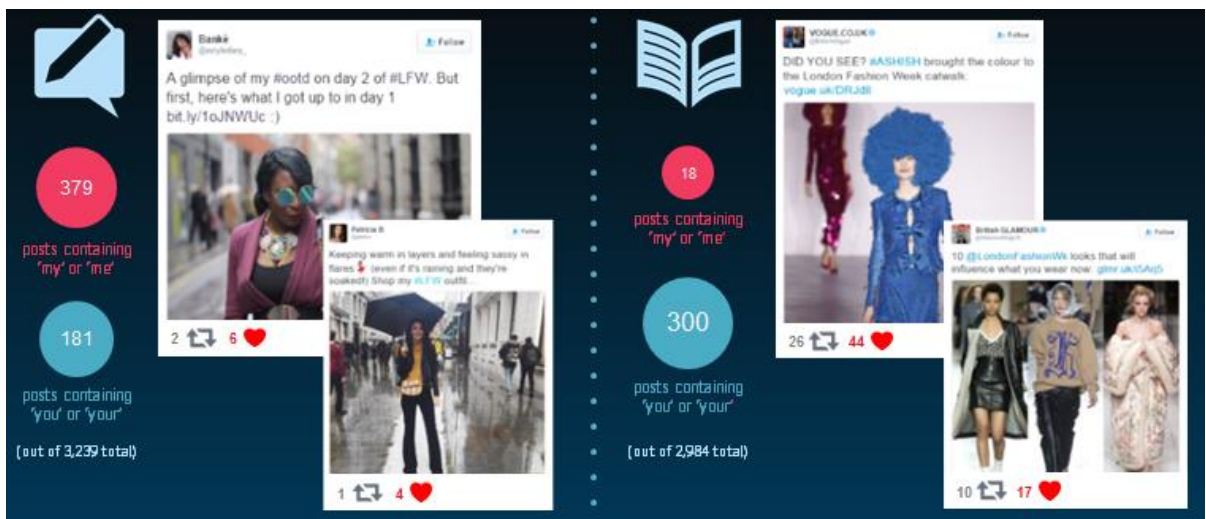
And from a more commercial perspective, analysis of the dominant language used, shows that magazine content has a better ability to reflect positively toward the brand, whereas blogger posts tend to be more personal. This suggests bloggers may play a better role in terms of shifting individual products but magazines can play a longer-term brand building role.
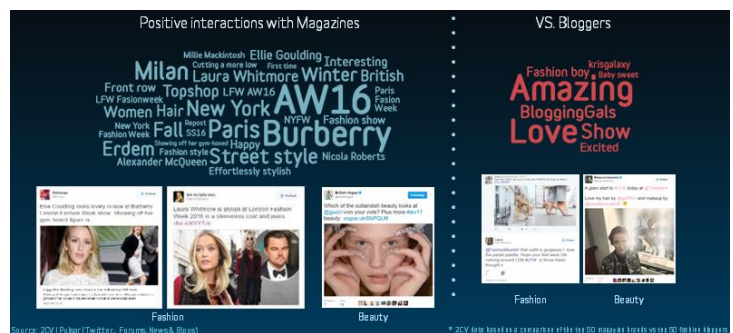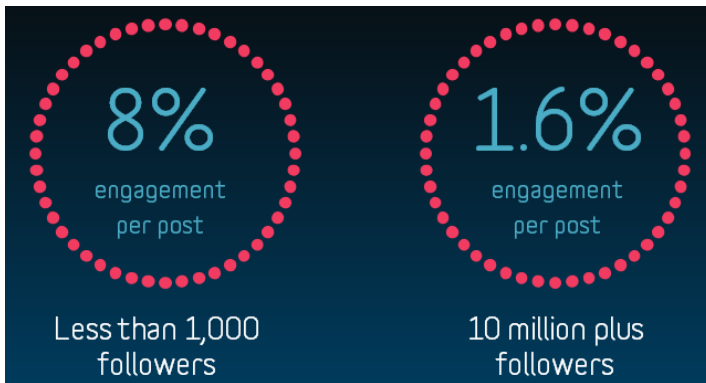
We also looked at Instagram at the most recent fashion week. We discovered a similar story with Bloggers focusing on themselves, and on what they were wearing, where as magazine brands tend to focus on the catwalk and back stage.
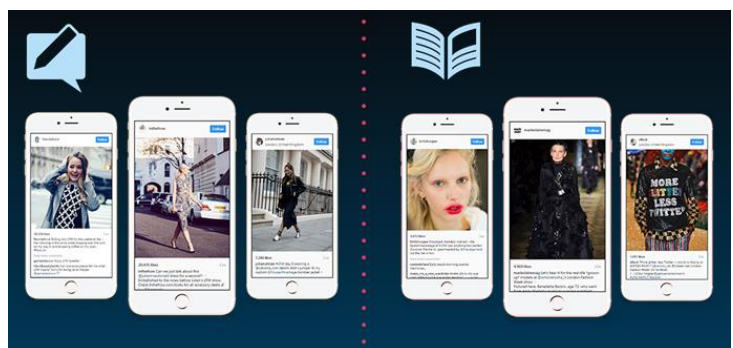
The Role of the Expert

We feel that our original hypothesis about the expertise of magazine editors and journalists goes some way to explaining the relevant and engaged reach that they achieve.

8% engagement per post — Less than 1,000 followers

1.6% engagement per post — 10 million plus followers

Source: Markerly

There is some evidence to suggest that that as an influencer's follower total rises, the rate of engagement (likes and comments) with followers decreases. Those with less than 1,000 followers generally received likes on their posts 8% of the time. Users with 10 million+ followers only received likes 1.6% of the time.

There is a clear downward correlation between follower sizes and post likes.

This seems to suggest that the bigger you become in the influencer marketing space the less engagement you achieve. Perhaps the impact of your expertise is diluted as you become more generalist and your audience become broader.

This would suggest an important role for micro expert influencers and magazine brands are clearly part of this world from the analysis that we have conducted.

Research from Time Out, focused on these types of micro influencers and found that it was the knowledge and expertise that supercharged their impact. Expertise significantly outperformed other traits when it comes to defining these types of influencers. They are 48 times more likely to consider themselves expert.

5x Passionate

3x Curious

48x Expert

3x Early adopter

Source: Time Out

Conclusions

Relevant reach is the key to successful influencer marketing

- Magazine content achieves relevant engaged reach

- Passion audiences in fashion and beauty are engaging and are 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