

We help brands to ride the next wave of marketing - INFLUENCE MARKETING



beyond  
INFLUENCE



# General



# It's a brave new world

A changing world – brands need to adapt to today's hyper-connected, always on consumers.

- 1 The global media marketplace is extremely cluttered and therefore competitive
- 2 Use of big data to create effective, cost efficient plans can be challenging
- 3 Consumers are "always on" and constantly multitasking
- 4 Brands **need** to tell their story, not push out solely promotional messages
- 5 Consumer purchase process is no longer linear (multiple touchpoints)
- 6 Continued, exponential growth in mobile
- 7 Traditional digital ads no longer work alone





# Market Size

Influencer Marketing worth \$10BN in 2020, \$32BN by 2029

**Influencer marketing outperforms all other marketing disciplines**

## Power of Persuasion

71% of consumers more likely to make a purchase based on social media reference

Influencer content garners 8x higher engagement than brand content

## Campaign Effectiveness

89% of Marketers see influencer marketing as providing comparable or better ROI to traditional channels

Influencer content drives up to 11x higher ROI than traditional marketing

Social media usage is up by 72% as a result of life under lockdown.

With that, influencer marketing has swooped in and become the dominating marketing strategy of 2020 and beyond.

**WE ARE ENTERING THE DECADE OF INFLUENCER MARKETING**



Source: Mediakix <http://mediakix.com/2018/03/influencer-marketing-industry-ad-spend-chart/#GoZhwenj>





# Influencer Marketing - The Status Quo.

Influencers have become the leading voices in their industry

Have essentially rewritten the model for what it means to be an “authority” in any industry

HOW? By building their own platforms and cultivating relationships directly with their followers.

01

**Authenticity is key** to attracting these new generations of the the customer.

**Storytelling is paramount**, so people can relate to your brand.

**Influencers are power consumers** with sway over their followers.

02

Influencers are pulling to the forefront of our increasingly virtual reality.

**All of the top posts created in 2020** were by influencers across all channels.

**Influencer content acts as a medium** for creativity, fulfilling demands for entertainment at scale.

03

Global pandemic and social unrest, the world has moved over to social media to get informed, entertained and educated.

**Customers are more impatient, harder to impress, more cynical** of traditional advertising.

**They expect to have an interactive and ongoing dialogue** with brand they favour.

04

Winning brands have shifted to adding value to the conversation and remain relevant.

**Influencers build the bridge with content** that is cost effective, data-driven and agile, quick and on demand.

**It can be delivered in high volume and covers diverse subjects and locations**, is optimized for digital and social channels and has an already built-in audience.



# About Us



# Influencer & Ambassador Marketing is the future.

And we are leading the way to help our clients to ride the next wave of marketing.  
**We do one thing incredibly well - help brands connect to the social-first generation.**

For our clients, we are providing end-to-end influencer campaign strategy development and implementation & management capabilities and visibility from search to purchase.

As a 360 influence marketing agency, we are keen to unite our clients with influencers and ambassadors in a meaningful way to achieve **REVENUE**, **PERFORMANCE**, and **TRANSPARENCY**.







# Building Partnerships

We've worked with hundreds of Influencers & Content Creators from all levels and platforms. We've not just simply booked them for campaigns, we've created lasting connections and established partnerships that allow us run effective campaigns for our clients.

**We advocate meaningful, transparent and authentic exchanges between our customers and our network of influencers.**

BEYONDinfluence was created by industry veterans with a global track record of conceiving and implementing influencer marketing strategies and campaigns for the past 10+ years.

With the founder's experience and the needs of brands to leverage influencer marketing to create revenue, BEYONDinfluence is serving businesses with **strategic campaign development and implementation**

This means that our customers and partners will have access and support to our staff and experts from our, **Berlin, Copenhagen, Braga (Portugal) offices , and New York, Dubai, Tokyo, Toronto and Los Angeles** outposts.



PAOLAMARIA



Victoria



Chris Olseni



Ben Kingsley



Tom Hiddleston



Aubre Winters





# Our Approach

WE DO NOT REPRESENT INFLUENCERS. WE REPRESENT OUR CLIENTS!

BEYONDinfluence is looking forward to work with you on developing bespoke campaigns for any and all projects that are coming down the pipeline

We understand the process of vetting content creators partnering with brands like yours, so we are here to assure you - you are in great hands.

We act as your central liaison with content creators and influencers and use data to push for the best possible partners, based on performance, audience demographics, brand affinities, content history and payout history.

- Experience
- Access
- Approach





## We are working with the very best

OPERATING IN MORE THAN 24 MARKETS - WE UNDERSTAND LOCAL CULTURE

LVMH, NEW BALANCE, JAGUAR LAND ROVER, MERCEDES BENZ, LA PRAIRIE, AMAZON PRIME VIDEO, MG, MERKLE, OERSTED, ALSHAYA, L'OREAL, SODASTREAM, KELLOGGS, KINDER BUENO, MOËT & CHANDON, DENTSU AEGIS, SEPHORA, QATAR AIRWAYS, NIKE, DUBAI TOURISM, YOUTUBE, FORMULA 1 FARAH EXPERIENCE, GIVENCHY....just to name a few.



# Service & Expertise



# What we bring to the table

## Campaign workflow

1. Client Briefing & Our Proposes Strategic Approach
2. Breakdowns Approved Based on Client Feedback
3. Kick off and Creative Strategy Refined
4. Influencer Selection
5. Campaign Page and Key Messaging Development
6. Influencer On-boarding and Product Shipment (if applicable)
7. Content Production, Approval and Posting
8. Influencer Invoicing and Payment
9. Full Campaign wrap up Report



## Campaign Strategies & Management

We work with brands and agencies to create 360 custom campaign experiences. We manage the entire process or parts by translating our clients' overarching business goals to best engage with the talents' communities aligning always with brand key messaging.



## Creative Process

We build and track entire integrated influencer campaigns and manage influencer relations with our end-to-end IRM (Influencer Relationship Management) tool.

We never lose sight of the intricacies and complexity of content creation. We collaborate with our teammates internally and each and every brand team member, consolidate approval processes and communicate with all stakeholders.



## Influencer Casting

We take control over multiple moving parts of every aspect of an influencer campaign and stay on top of planned and unplanned tasks. We search for influencers based on location, age, gender, interest & performance indicators like engagement rates, audience age & follower quality.



## Publishing & Distribution

Influencer content is checked for tags & hashtags and content will be reviewed to make sure the it is on brand and corresponds with the briefing.

We have established a workflow for review, revision and final approval that streamlines workflow for us as your lead agency and for you in terms of visibility.





# Campaign Approach



# Campaign planning & strategic framework

INFLUENCER CREATED CONTENT  
CAN TOUCH EVERY MARKETING VERTICAL

## OVERARCHING BUSINESS OBJECTIVES

Drive reach, engagement, consideration & sales

Enrich the customer experience

## SOCIAL MEDIA INFLUENCERS

1. Channel Strategy

2. Content Strategy

3. Paid strategy

4. Influencer Strategy

5. Community Management

## FOUNDATION FOR SUCCESS

Amplify the impact of social media content through targeted paid media

Integrate with other departments (especially PR) to maximise effectiveness and efficiency

Utilise x creative platforms to deliver a consistent brand experience



# Objectives for the Brand



## Brand Awareness

Get people to know, recognize, and like the brand



## Lead Generation

Get people to sign up for the lead magnets and offers and buy products



## Customer Loyalty

Get people to stay interested and connected with repeat customers



## Audience Building

Get more people to follow and subscribe to social channels



## Building Brand Identity

Get people to see the brand personality and values



## Engage and grow footprint

Use storytelling and influencer content for owned channels.

# Influencer Selection





# Essentials on how to select influencers

There are currently millions of influencers across the X target markets active on social. In order to qualify as an influencer for your brand, each of the influencers must meet stringent qualifying criteria.:

## Channel authority

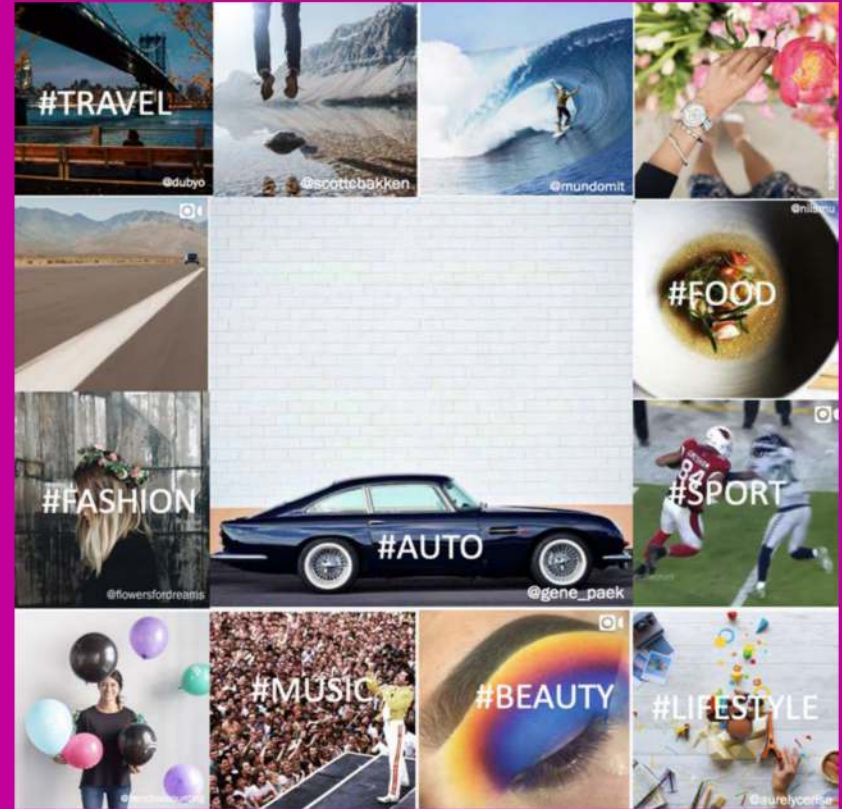
- Each influencer will have a selection of social channels they are present in – however we will look at their channels to ensure we have breadth and depth of influence.

## Theme Authority

- Selected based on their theme specialty – to ensure content is authentic and authoritative and the ratio of inactive and fake followers are low

## Style Authority

- All influencers will have a voice within the style community to ensure consistency of communication.



# Influencer Selection

## INFLUENCER IDENTIFICATION QUALITATIVE

- Brand advocacy potential
- Long term relationship potential
- Innovative in their content creation
- Inspirational content potential for the influencer audience
- Problematic content - foul language inappropriate content, political
- Opinions that might alienate your audience

## INFLUENCER IDENTIFICATION QUANTITATIVE

- Criteria on follower numbers on social channels
- Sponsored content saturation - 80%20 rule
- Number of average posts per week
- Willingness of influencer to post x amount of times on the brand's behalf
- Willingness to enter exclusivity deals

# **Paid Amplification**



# Our Paid Media Services

**Full Service  
Media Management**



**Ongoing  
Performance  
Optimizations**



**Audience Targeting  
Strategy**



**Audience  
Lookalike**



**Creative  
Optimization**



**Influencer Integration  
(Whitelisting)**



**Ongoing  
Measuring & Reporting**



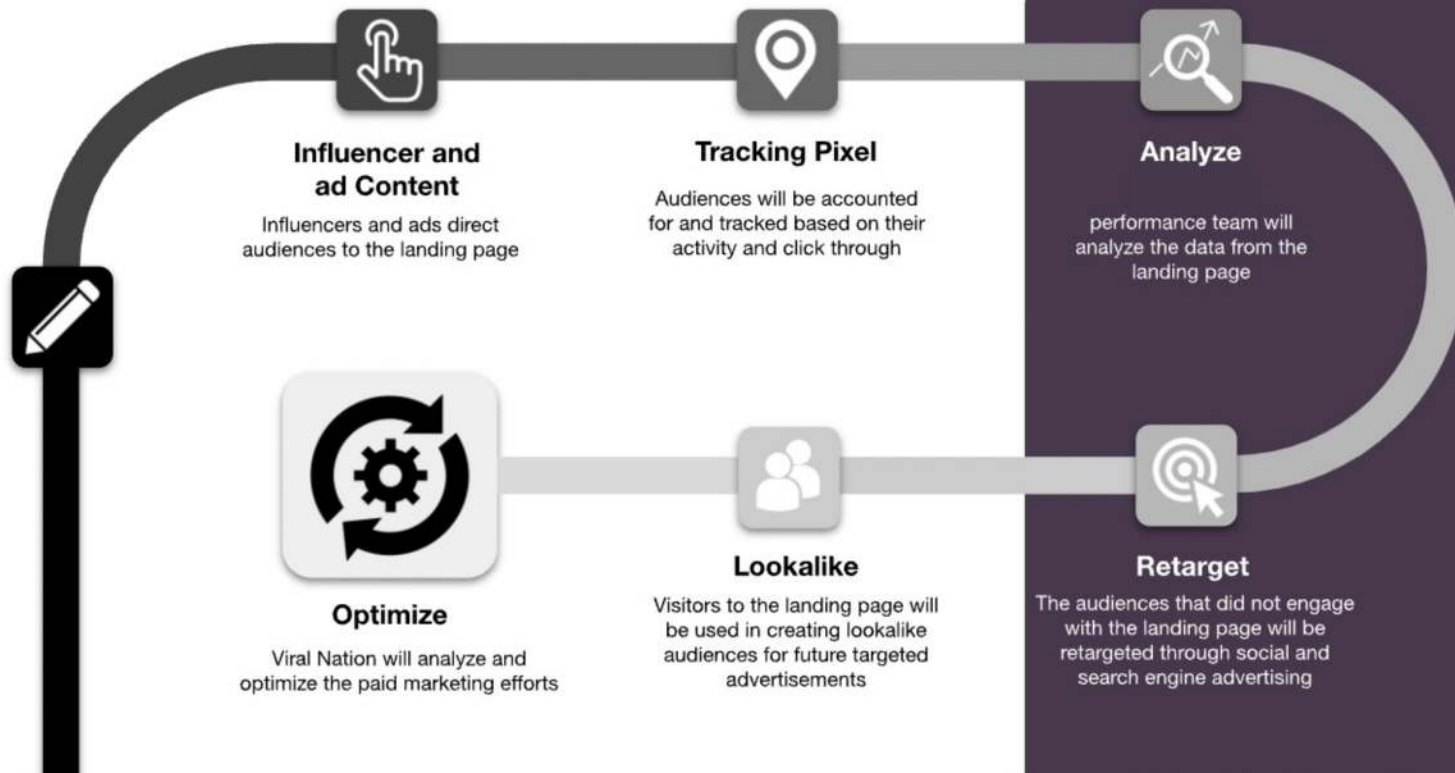
**Custom Landing  
Page Development**  
(+ more dependent  
on channel)







# Amplification & Retargeting



**THANK YOU!**

**Let's team up!**

**We're always by your side.**

**Follow us on:**

