



**RUBENSTEIN**

**AN INFLUENCER MARKETING  
CRASH COURSE**

By Kayla McCullough

# HI EVERYONE!

## MY BACKGROUND IN INFLUENCER MARKETING



- Over the course of my master's degree I wrote 4 separate research papers over different aspects of the influencer marketing industry
- My master's thesis/project focused on influencer marketing specifically
  - Conducted research and designed/executed/analyzed a full influencer marketing campaign
- Currently doing influencer work for Rockefeller Center, the High Line, and the Cathedral of St. John the Divine



# PRESENTATION AGENDA

## KEY DISCUSSION POINTS

- Why/when should you use influencer marketing?
- How can it be used for our clients?
- Executing a Campaign (The Basics)



**WHY / WHEN SHOULD I USE  
INFLUENCER MARKETING VS  
TRADITIONAL PR?**

# WHY YOU SHOULD USE INFLUENCER MARKETING

## FOLLOWERS TRUST INFLUENCERS OVER BRANDS

61% of consumers trust influencers on social media, versus only 38% trust brand recommendations.

## INFLUENCERS CREATE AND SHARE CONTENT

This allows your client to have more influencer-generated content (IGC) to repurpose for advertising or social.

## WORKING WITH INFLUENCERS IS COST-EFFECTIVE

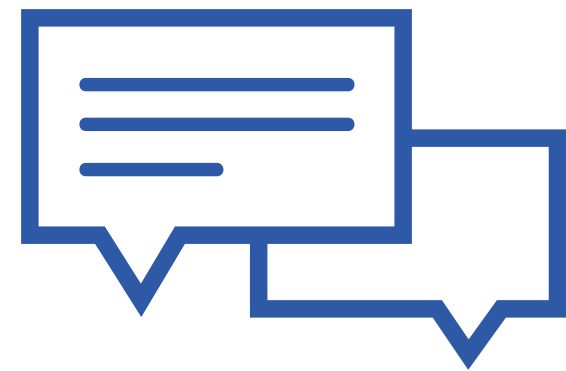
While some influencers do charge a fee, it's nowhere near the same as a celebrity endorsement.

## THE INFLUENCER MARKETING INDUSTRY CONTINUES TO GROW

It's worth over \$21.1 billion in 2023, up from \$13.8 billion in 2021!

# WHEN YOU SHOULD USE INFLUENCER MARKETING

## TWO MAIN REASONS



Elevate Brand  
Awareness



Increase  
Sales or Trial



**HOW CAN IT BE USED FOR  
OUR CLIENTS?**

## **DISCLAIMER:**

NOT EVERY CLIENT WILL BE A FIT FOR  
INFLUENCER MARKETING, AND THAT'S  
OKAY!





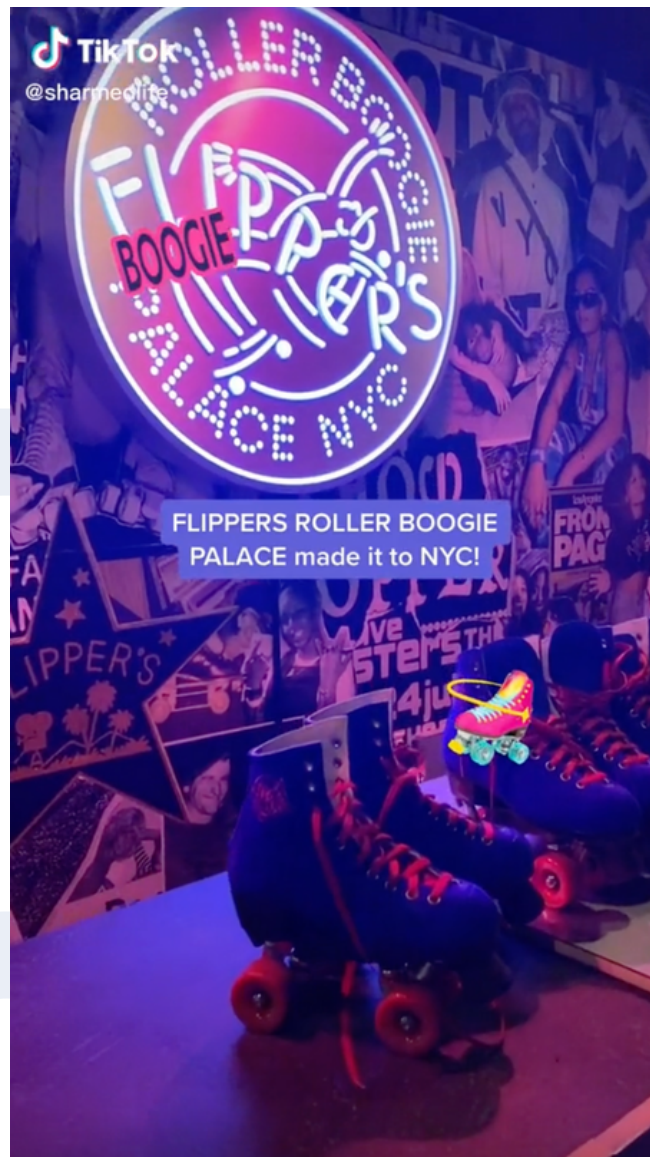
# SAC'S PLACE



*Content Examples*

- Goal: Promote Sac's as the go-to destination for authentic Italian food in Queens
- Food or NYC history content creators on Instagram or TikTok
- The 14 visiting influencers had over 921.6K followers combined across all platforms, and influencer video content amassed over 112.7K total views

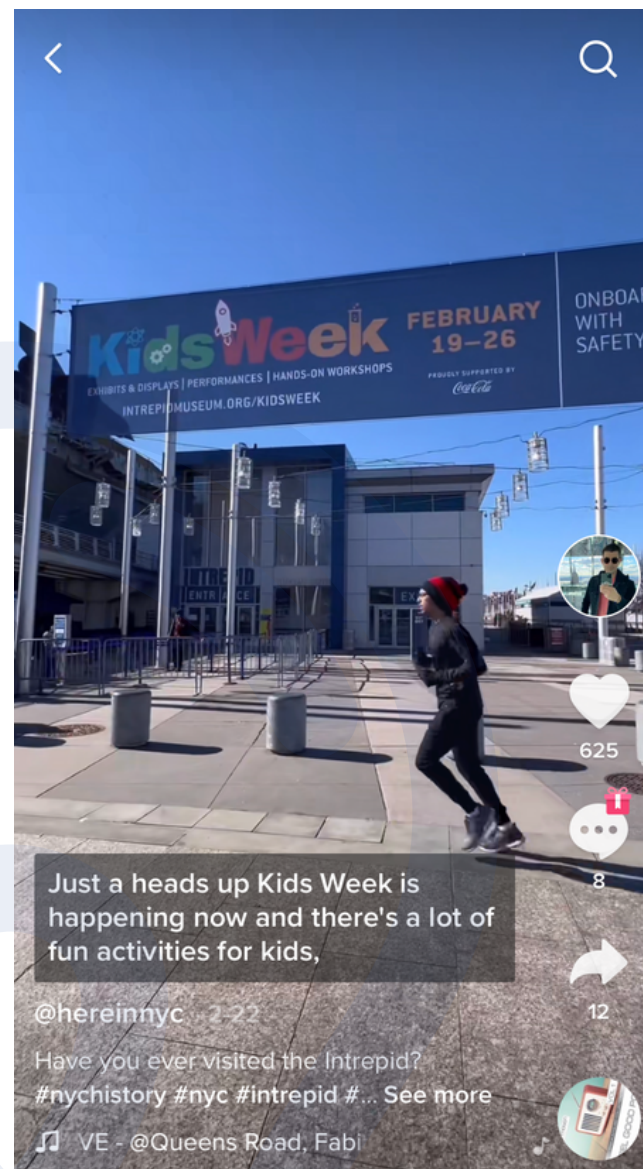
# ROCKEFELLER CENTER



*Content Examples*

- Goal: Promote Flipper's Roller Boogie Palace as the hot new destination for summer in NYC
- "Things to Do" content creators on Instagram or TikTok
- The 4 visiting influencers had over 593.7K followers combined across all platforms, and influencer video content amassed over 160.9K total views

# INTREPID MUSEUM



*Content Examples*

- Goal: Use influencers to raise awareness of Intrepid's Kids Week being back in-person
- "Things to Do" and parenting content creators on Instagram or TikTok
- The 4 visiting influencers had over 1.2M followers combined across all platforms, and influencer video content amassed over 153.1K total views



# **EXECUTING A CAMPAIGN (THE BASICS)**

# CAMPAIGN STEPS



## STEP ONE

Situational Analysis

## STEP TWO

Influencer Research

## STEP THREE

Client Approval

## STEP FOUR

Contact Influencers

## STEP FIVE

Host the Event, Send  
Products, etc.

## STEP SIX

Monitor for Coverage and  
Report Results



# SITUATIONAL ANALYSIS

## STEP ONE

- Determine brand voice and brand identity
- Decide on your target audience for the campaign
- Talk to the client and make sure you're on the same page for what you want out of the campaign
  - Determine campaign budget



# INFLUENCER RESEARCH

## STEP TWO

- Decide on your KPIs for evaluating influencer success
  - Most common are a combination of follower count, engagement rate, or average views per video if it's a video platform
- Research influencers in your desired niche
  - Manually or through programs like Klear



# CLIENT APPROVAL

## STEP THREE

- This depends on how hands-on with the selection process the client wants to be
- If they want the final say, I recommend creating an influencer deck that you can share with them outlining your top choices



FOR BLUSH NORMAN

# Influencer Pitch Deck

A Presentation by Kayla McCullough



### ABOUT AVA

Ava Moon is an OU student and local influencer. She is a member of Chi Omega and has participated in brand partnerships before.

### AVA IN 3 WORDS

- Bright
- Bubbly
- Colorful

## Ava Moon

@AVA.MOON  
COLLEGE

### Follower Count

16,300

### Engagement Rate

21.63%

### Affiliation

Campus



## Alternate Influencers



### Kenzie Dean

@\_KENZIEDEAN, *Lifestyle*

Followers: 4,400

Engagement Rate: 13.33%



### Nicole Antoinette

@OKIENICOLE, *Fashion*

Followers: 3,300

Engagement Rate: 1.98%



### Nicole Holt

@NICOLE\_DAWNHOLT, *Fashion*

Followers: 3,900

Engagement Rate: 10.70%

# CLIENT APPROVAL

## STEP THREE

- Full, built-out profiles for top choices
- Abbreviated profiles for backup options
- Have backup choices in case your top choices decline or don't get back to you!



# CONTACT INFLUENCERS

## STEP FOUR

- How is pitching influencers different from pitching journalists?
  - **Journalists:** How is this newsworthy?
  - **Influencers:** How can this be a mutually beneficial partnership/what am I getting in return?



# CONTACT INFLUENCERS

## STEP FOUR (CONTINUED)

- Find influencer contact information through platforms like Klear or through the influencer's social media platforms
  - Many influencers have their emails linked or listed in their bios to make collaboration as easy as possible



# HOST THE EVENT, SEND PRODUCTS, ETC.

## STEP FIVE

- Coordinate with the influencers to attend a client's event, receive a client's product, etc.



# MONITOR FOR COVERAGE / REPORT RESULTS

## STEP SIX

- Monitor for your influencer's content and take notes of KPIs such as like count, comment count, view count, etc.
- Compare to their average account metrics- did this post do better or worse?
  - If it did worse, why do you think that is?

# CONTACT ME!

**SEND ME YOUR INFLUENCER  
MARKETING QUESTIONS**

## EMAIL ADDRESS

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## CELL NUMBER

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**Q&A!**

