# Disruptive Communication

Measurement, evaluation and insights in the Age of Change

amec Global Summit on Measurement



## Navigating the world of Influencer Engagement: Opportunities and Challenges for PR

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ZALORA



SHARE & SAVE OUTLET MAGAZINE ACCOUNT HELP

ZALORA

WANITA PRIA ANAK-ANAK

WISHLIST

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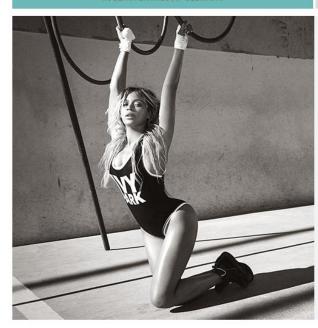
PRODUK BARU PAKAIAN SEPATU TAS JAM TANGAN AKSESORIS BAJU MUSLIM SPORTS BEAUTY BATIK BRANDS SALE

(30) HARI GRATIS PENGEMBALIAN AP PENGIRIMAN GRATIS BAYAR DI TEMPAT PERTANYAAN?

DOWNLOAD & DAPATKAN DISKON 15%

#### KOLEKSI EKSKLUSIF LEBARAN

ZALORA EXCLUSIVE BRAND LAUNCH: IVY PARK



NEW ON ZALORA



Pakaian olah raga untuk wanita yang kuat dan percaya diri di mana saja

### **NEW & NOW**



### MAGAZINE

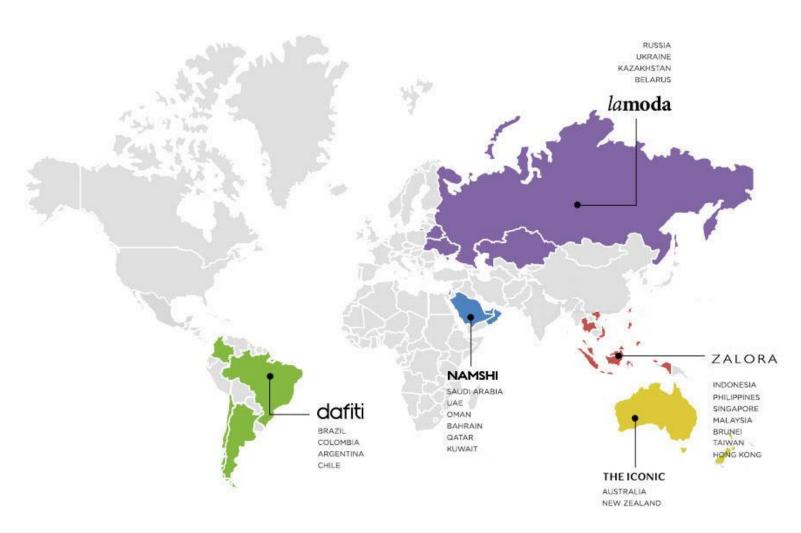


Reviving the 90's With Liu Wen and MANGO



### **About ZALORA**

Part of Global Fashion Group
- Largest Fashion e-commerce company in the world

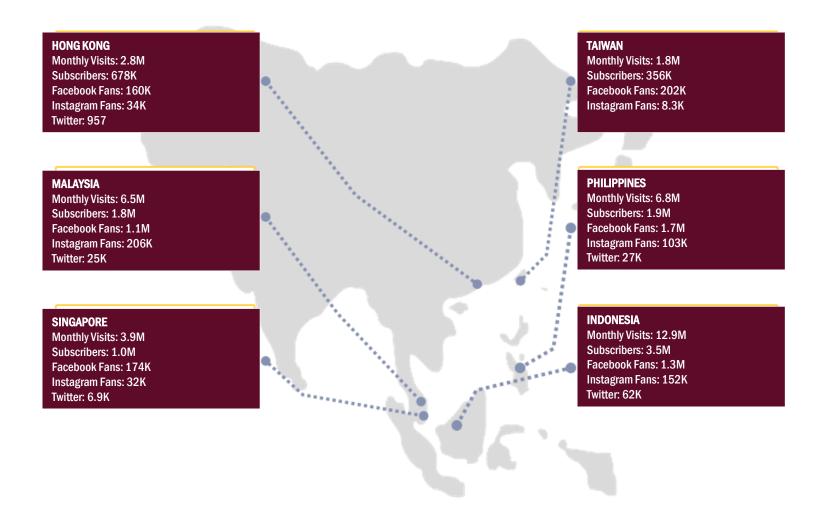




### **Our Reach**

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Strong digital and social media presence





### **Our Assortment**













































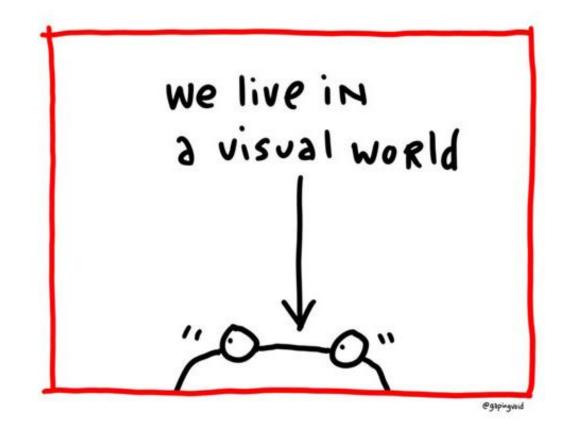
## We are experiencing a visual revolution





## Humans are visual creatures

- •The human brain processes images 60,000 times faster than text
- Visual stimuli and emotional responses are easily linked in the brain, resulting in stronger information retention
- Posts on Facebook with pictures have an 87% interaction rate
- According to Buzzfeed, every minute 510,000 photos are liked on Instagram.
- •Image dominant social media services such as Instagram, Snapchat and Pinterest are seeing rapid growth.



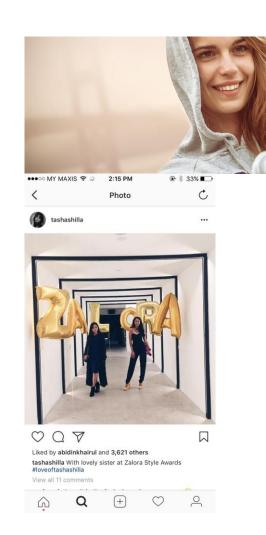


### Visual Revolution

- More smart phones and tablets + improved download speeds means more image are consumed than ever before
- •The internet is visual now. Two billion images are shared on social media every day

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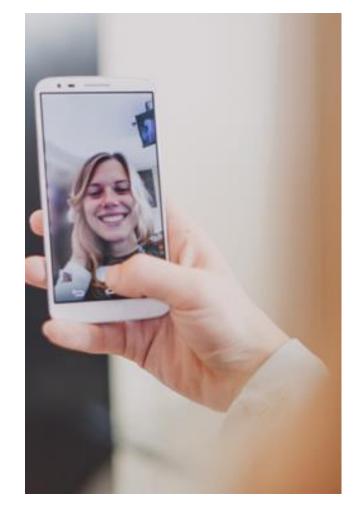
- •Marketers are increasingly aware of the power of the image. According to survey 88% of marketers placed sight as highest among human senses most important in influencing human behaviour
- This massive, technology-driven shift in communication is changing the way brands and consumers interact with one another





## Consumers and Storytelling

- •We are constantly sending and receiving images among friends and family and within our wider networks on Facebook, Twitter, Instagram etc., and this becomes the dominant way of creating, sharing and consuming content
- •Tweets with images are retweeted 150% more often than text based tweets and there are 93 million selfies taken each day
- We now often even choose images over words to communicate
- •There is so much information to process every minute, and we are generally processing this information on smaller screens, which inherently lends itself to consuming imagery—it's much quicker to absorb what's going on.





## The rise of influencers

- •Influencer marketing isn't new, but it is rapidly gaining popularity among brand marketers. They are turning to influencers to help combat ad avoidance, bring fresh creativity to their marketing and gain cachet with young people, who place more trust in celebrities and social media "stars" than others do.
- •According to November 2015 research by Deloitte, 30% of internet users said endorsements from online personalities influenced their purchase decisions—a figure that rose to 49% among teens and 48% among younger millennials (ages 19 to 25).





## The rise of influencers

- •Additionally, TapInfluence and Altimeter Group asked influencers what their audience loves about their work, and what ultimately keeps them engaged. Most influencers surveyed said authenticity was key. Indeed, 71.2% of respondents said they keep their followers engaged by being themselves, by being honest, as well as because of their willingness to call it like they see it.
- •Authenticity wasn't the only factor, however. Roughly two thirds said they keep their audience engaged by addressing the things they are interested in. And more than half said they do so by interacting, listening and responding to their followers.





## Challenges

- Identifying the right influencers
- Measurement
- Compliance





## ZALORA's 5-point rule in choosing influencers







Liked by **zaloraid**, **uchiet** and **1,190 others mariarahajeng** The face you make when you and your

twin, @elizrahajeng, win Fashion Game Changer(s) of The Year at the Zalora Style Awards 2017! So sorry I couldn't make it to last night's ceremony but thank you so very much for this honor and recognition

### Style factor

- We need to be associated with stylish individuals

### Followers/Reach

- Significant number of followers and interactions

### Content relevance i.e. fashion/beauty related posts

- They should be inclined to post topics on beauty and fashion.

### Sharing frequency

- They must be influencers that regularly post something at least every day. If we are seeding them items to post, we are helping them create their future posts.
- Brand interaction i.e. similar brands as ZALORA



## Measuring influencer marketing

### Brand Visibility

- For your true ROI, it's important to ensure your impressions are targeted. Influencer marketing allows you to reach the consumers most likely to shop your product by selecting bloggers who closely align with your target audience.

### Cost per Engagement

- CPE has become a key measure of success for influencer collaborations, as it takes into consideration the value of a consumer's long-term interest in the brand, not just their interest in an immediate sale. Engagement can include clicks to the website, likes, comments, video views, number of sales, repins on Pinterest, retweets on Twitter, and shares on Facebook, among other social interactions.



## Measuring influencer marketing

### Content Creation

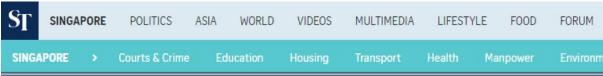
- Generating content is a powerful return on investment, both in terms of savings on inhouse content creation and the sales potential and reach generated by the influencer collaboration

### Moving the Needle

- Affiliate links Generating a unique affiliate link for an influencer allows you to track online sales made through their social channels and blog posts. Influencers typically receive commission from these sales. These links will also provide data around the number of clicks to the brand's website, the number of sales, and the average order value for those sales.
- Promo codes Promo codes help you track "down the line" purchases spurred by influencer marketing. Custom promo codes allow you to track the impact of your influencer campaign beyond immediate sales.
- Google Analytics You can see which of your online customers visited your e-commerce site
  from an influencer's blog or social channel, giving you a reliable assessment of ROI on ecommerce sales.



## Compliance



### Iras clarifies tax rules for bloggers





200 likes

melissajaneferosha After trying out @itcosmetics, I finally understood what all the hype was about! Makeup lovers and junkies, you'll be thrilled to know that the Insta-worthy products really DO make you look Insta-worthy AS WELL . All because they are developed with leading plastic surgeons, clinically proven, innovative, and problem-solving. So not only do #ItCosmetics love your skin, they have anti-aging properties too + OYAASSSSS to becoming the most beautiful You, the IT



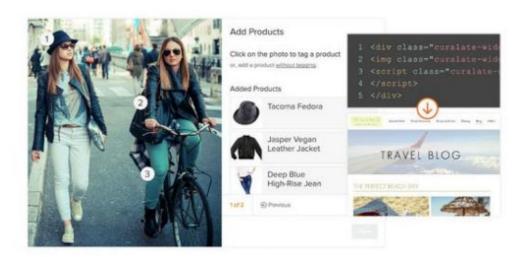
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## A great idea, great talent, and great content – and the right distribution, you'll get a measurable product













17 May 2017



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