

# Driving ROI by Amplifying Influencer Content.

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**Paul Kahn**  
SVP Sales  
@ Upfluence

Find me on [LinkedIn](#)



**Logan Welbaum**  
Founder @ Plai

Find me on [TikTok](#)



**Adam Shapiro**  
Head of Strategic  
Partnerships @ Upfluence

Find me on [LinkedIn](#)





TODAY'S DISCUSSION

# Driving ROI by amplifying influencer content.

- Product + Influencer + Amplification  
= Influencer Marketing 2.0
- Tools + Best Practices

Q&A

WHO WE ARE

**Developing smarter technology  
to decode influencer marketing.**



UPFLUENCE

# Global Influencer Marketing Leader for eCommerce



Identify content creators  
who  
already love your brand



Build long-term  
relationships  
with your influential  
customers



Make smarter investments  
& boost your ROI



Gmail



Outlook



Google Tag Manager



Zapier



Shopify



WooCommerce



Refersion



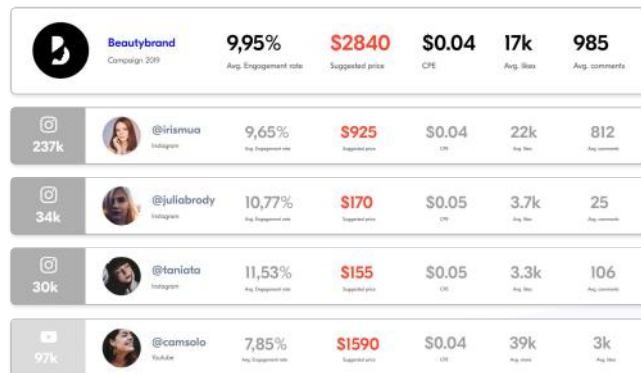
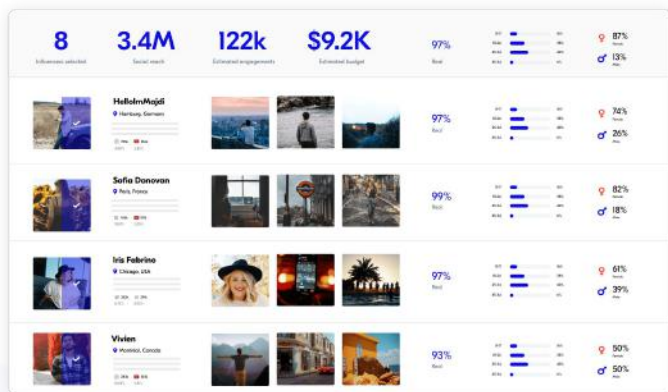
Klaviyo



Salesforce Commerce  
Cloud

UPFLUENCE

# Global Influencer Marketing Leader for eCommerce



2013 founded

5 offices

23,000+ users

45 industries



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WHO IS PLAI



**Your whole digital marketing team  
in your pocket!**



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PARTNERSHIP

# Plai integrates Upfluence.



- Upfluence powers influencer discovery for Plai users
- Customized API integration

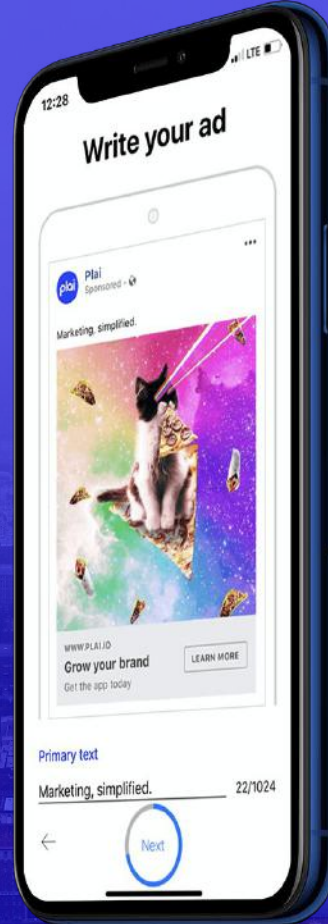




PLAI

# 280%

YOY revenue  
growth.



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# A look at the numbers

1



A YEAR LIKE NO OTHER

# 2020 changed everything.



## 44%

Increase in online consumer spend in the US in the last year.

## ROI driven

2020 saw larger marketing budgets for influencer marketing due to positive ROI.

## 68%

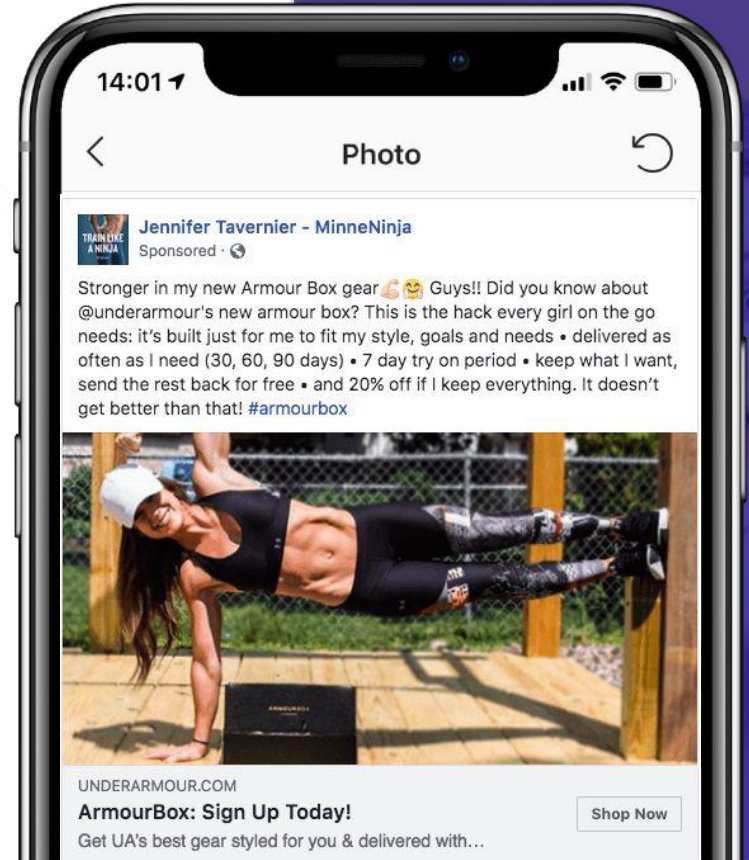
Of marketers position paid advertising as one of their most important strategies.

## WHY IT MATTERS

# The numbers speak for themselves!



- **2x** audience reach
- **5x** higher click through rate
- **27%** lower ad costs
- **100%** authentic





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What to think about  
before you start.

2

## BEST PRACTICES

# Integrations and Tracking.



- Connect your CMS, affiliate platforms, analytics tools, and mailing systems to Upfluence.
- Knowing who is doing well = knowing who you want to amplify!

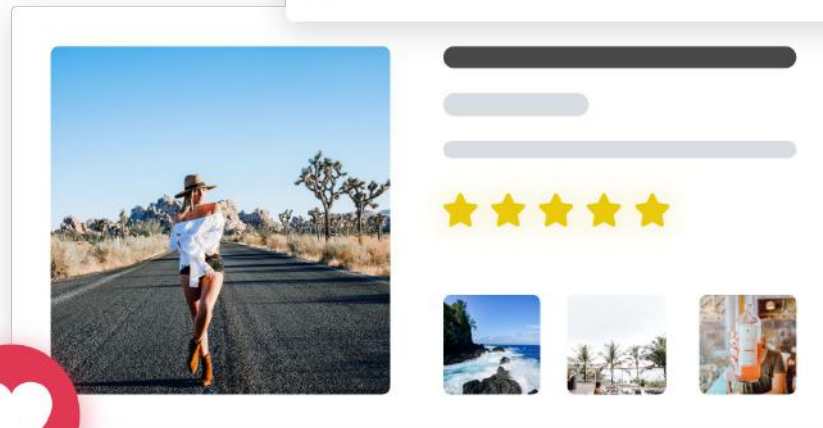
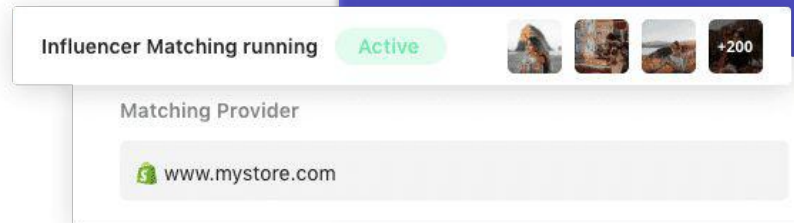


## BEST PRACTICES

# Influencer discovery, Evaluation & Segmentation.



- Comb all your integrations
- Use Upfluence's influencer database
  - Granular search filters
  - Outreach & management



CONSIDER THIS

A creator who  
already loves your  
brand is **7x more  
likely to accept a free  
collab**, and **52%**  
cheaper for **#ads**.



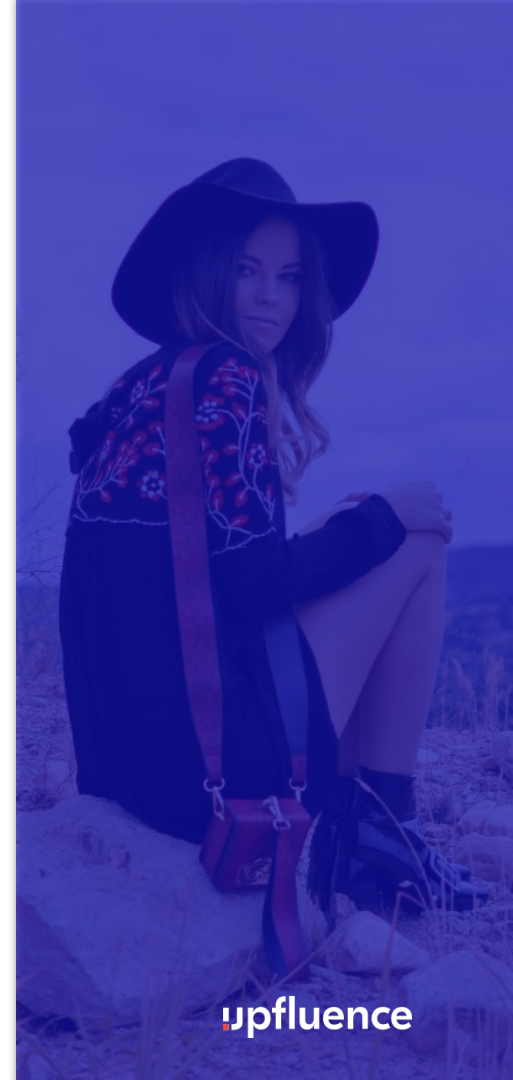


## BEST PRACTICES

# Setting up your campaign.



- A detailed campaign brief is vital
  - Outline expectations upfront.
- Get permission for whitelisting, repurposing and amplifying content beyond the initial campaign.



The Upfluence logo, featuring the word "upfluence" in a white, lowercase, sans-serif font. The "u" is stylized with a small orange square above it. The background of the slide is a solid blue color with a faint, semi-transparent image of a woman with long blonde hair wearing sunglasses and a denim jacket, looking down at a smartphone. There are also faint, semi-transparent icons in the background: a speech bubble with a heart inside, a speech bubble with a person icon inside, and a large white number "2".

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You've launched an  
influencer campaign,  
now what!?

2

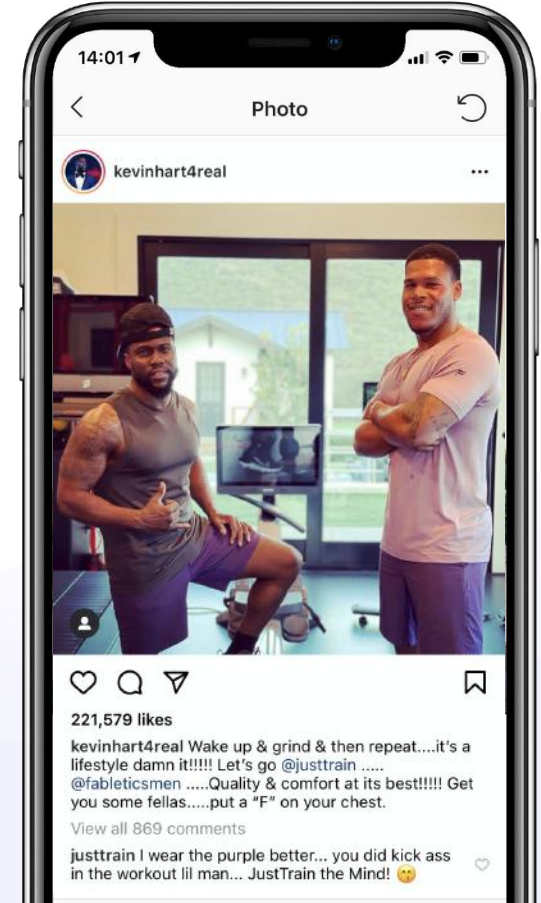
## Influencer marketing 1.0

### HOW IT USED TO WORK

## Influencer marketing 1.0.



- Have an influencer post an image or video
- Post reaches ~30% of their audience; no CTA
- Post fades after 24hrs; potentially deleted
- Then you move on to the next influencer



HOW AMPLIFICATION IS BUILT TO DRIVE ROI

## Influencer marketing 2.0.



Post longevity



Trackable + Editable

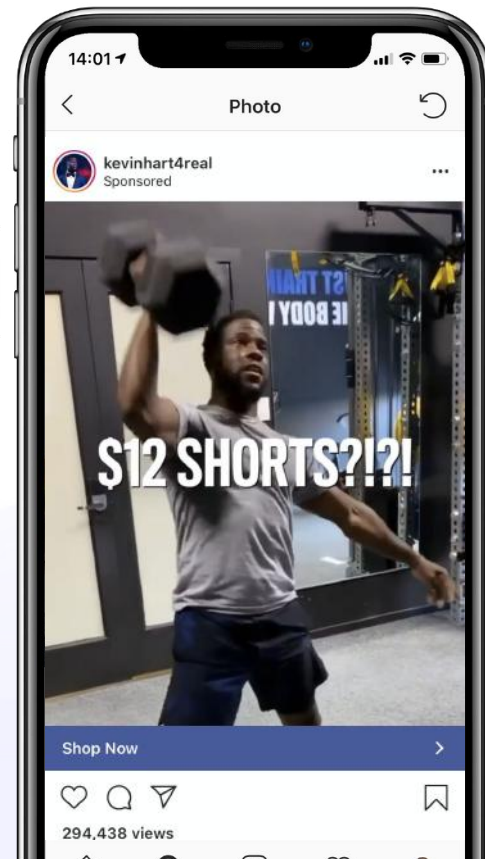


Save money on creative



Reach targeted audiences

## Influencer marketing 2.0



ROI

## Amplification benefits influencers too.



More followers



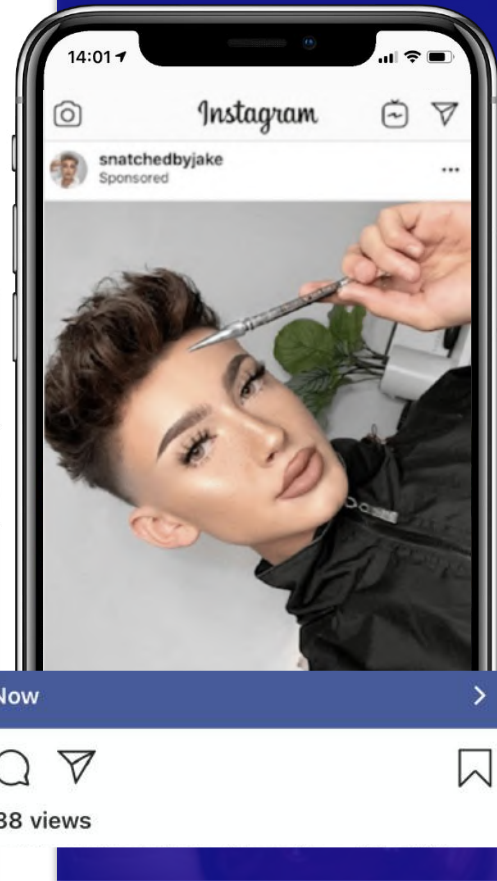
Don't have to post 2x



Boost organic reach



It's becoming the new norm







**Reusing images, words and  
messages creates familiarity.**



THE BEST APPROACH

# Planting the seed!



## REPURPOSING

# Repetition makes your marketing effective.



## 7 touch points

Action **rarely** happens on the first encounter!

## Great content doesn't date!

Make the most of great campaign assets.

## Trust building

Consumers value **real-life opinions**. Seeing their favourite influencer in your ads could be the tipping point!



## AMPLIFICATION

# Repurpose for greater success.



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How do I get started!?

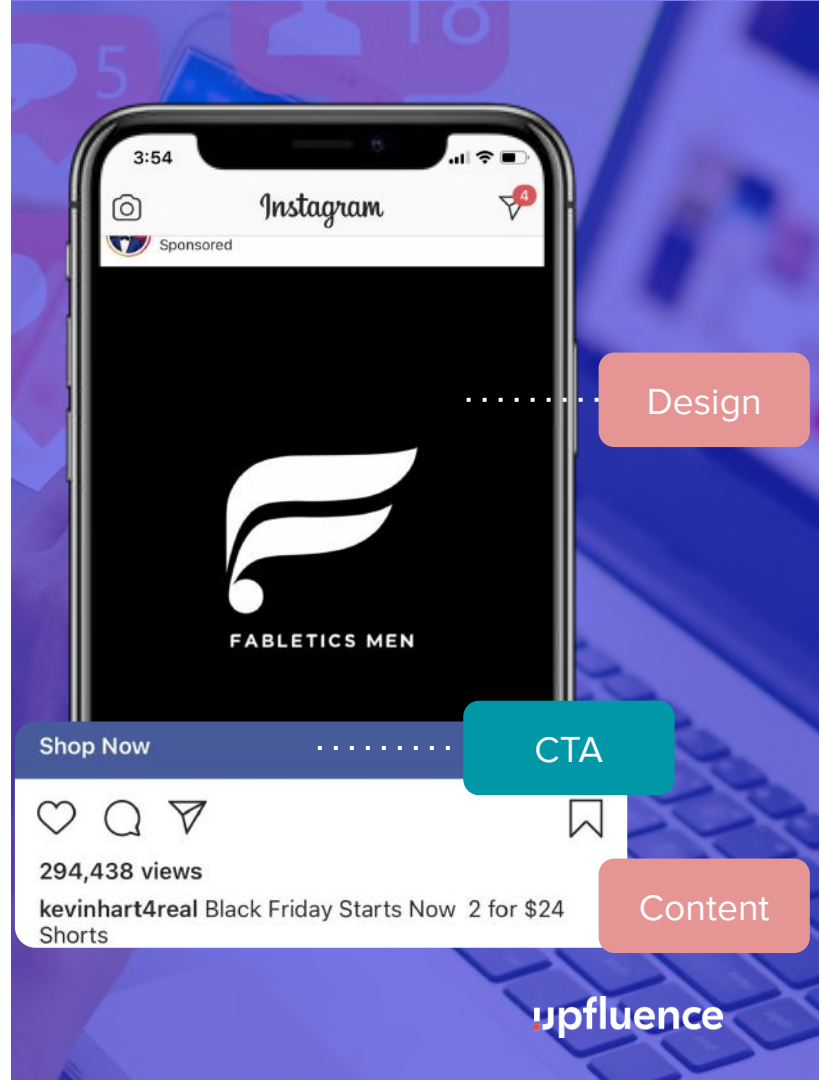
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## WINNING STRATEGY

# Putting it into practice.



- Identify your best influencers
- Repurpose their campaigns
- Use snippets and stills
- A/B test





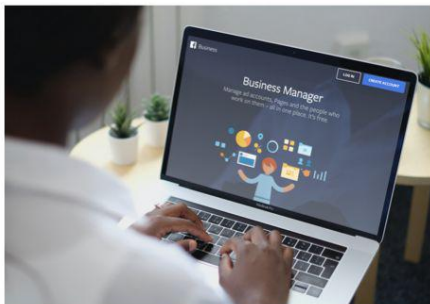
Whitelisting influencer content

## ■ INSTAGRAM AND FACEBOOK

## STEP 1

### SET UP FACEBOOK BUSINESS MANAGER

To run ads on Facebook or Instagram **both the brand and the influencer** need to have a Facebook page and a Facebook Business Manager account.



Even if you usually run influencer campaigns on TikTok or YouTube, your influencers will still need to set up an account on Facebook, if they don't already have one.

It takes 2 minutes, you can follow the simple [steps to do that here](#).

Instagram and Facebook

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## STEP 2... continued

### THE INFLUENCER MUST GRANT THE BRAND ACCESS TO THEIR SOCIAL CHANNELS

Select **Assets** and **Permissions** for the brand partner to access.

Choose the **Facebook Page** and **Instagram Account** **Assets** the brand will use for Whitelisting.



Include **Pixels** for greater audience targeting.



Then, set the permissions to **Create Ads**.



SAVE CHANGES

Instagram and Facebook

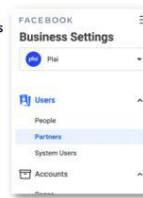
9

## STEP 2

### THE INFLUENCER MUST GRANT THE BRAND ACCESS TO THEIR SOCIAL CHANNELS

Within Facebook Business Manager, open:

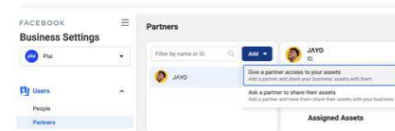
- > **Business Settings**
- > **Users**
- > tap **'Partners'**



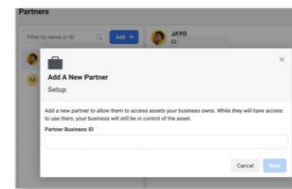
Instagram and Facebook

Then, tap the **Add** dropdown:

- > select **'Give a partner access to your assets'**



Enter the brand's Facebook Business Manager ID > tap **'Next'**



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## STEP 3

### THE BRAND CAN NOW CREATE WHITELISTED POSTS

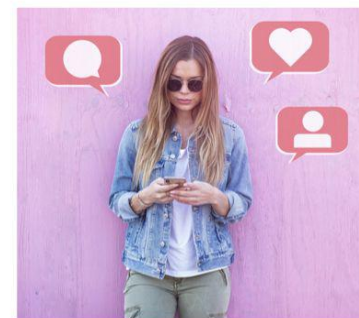
The influencer's Instagram account and Facebook page will be visible **within the brand's Facebook Business Manager**.

The brand can now **create ads** using the standard ad creation flow, and **build custom audiences** from the influencer's Instagram account and Facebook page!

#### Greater Control

Brands get **more mileage** out of influencer content whilst **streamlining marketing asset creation** in the process!

Instagram and Facebook



#### Better for Testing

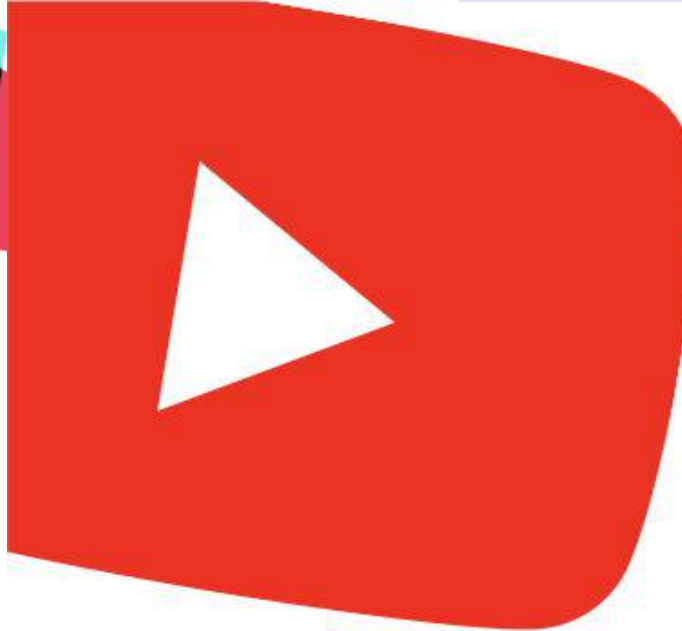
They can **edit the copy** to make it more appealing to different audiences, **run A/B tests** to find the perfect message for their target, and **control who sees the promoted influencer posts!**

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Whitelisting influencer content  
■TIKTOK



Whitelisting influencer content  
■YOUTUBE



## THE BEST APPROACH

# Product + Influencer + Amplification!



jadelizroper

Follow

1,992 posts

1.5m followers

1,051 following

Jade Roper Tolbert

Public Figure

Motherhood | Creating my own path | Emmy & Brooks & Reed | @tanner.tolbert |





# Q&A

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# Book a complimentary consultation with an Upfluence expert!

Book Your Call



**SENIOR VP OF SALES**

Paul Kahn  
[paul.kahn@upfluence.com](mailto:paul.kahn@upfluence.com)

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