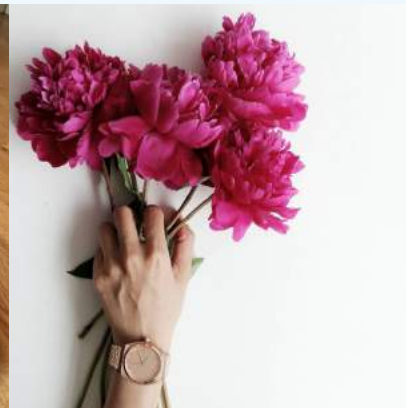


# influicity

*TAKING INFLUENCERS BEYOND THE SOCIALSPHERE*





## INTRO

When marketers think of an influencer program, social media is the first tactic that comes to mind. What happens when you take it one step further?

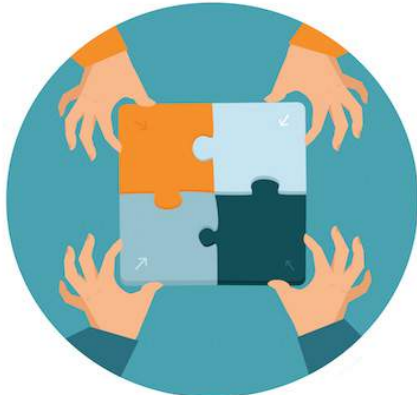
Influencers can be successfully integrated past the confines of social media. As influencers gain more trust and authority in the lives of consumers, brands are starting to experiment with new ways to leverage audiences' favourite internet personalities.

Discover three ways influencers are assimilated into marketing strategies outside the realm of social media in our guide to taking influencers beyond the socialsphere.

# INFLUENCERS BEYOND THE SOCIALSPHERE



EVENT  
ACTIVATION



PRODUCT  
COLLABORATION



BROADCAST  
INTEGRATION

## EVENT ACTIVATION

Inviting influencers to your brand's event is the perfect way to introduce both influencers and consumers to your product/service in a memorable way.

When VIP influencers attend your activation, it provides the ideal opportunity for them to share truly genuine, authentic content while maintaining a strong brand presence. Their content encourages audiences to engage with the event from the comforts of their home, experiencing your brand through the eyes of an influencer.

Influencers can also act as great attendee recruiters. They can build buzz for your event long before it begins, boosting guest numbers.





## EVENT ACTIVATION IN ACTION

A great example of leveraging an influencer to build awareness and increase attendance for an event is Race to Erase MS's annual fundraiser gala.

In 2015, the event featured a number of influencers, such as YouTuber Maiah Ocando, who created a special video for the gala, attended the event, and signed her name on a guitar that was auctioned off during the gala.

## PRODUCT COLLABORATION

Celebrities are known for collaborations with popular brands, curating products that reflect their personal style. A similar strategy can be applied to the influencer space.

When you invite influencers to collaborate on a new product or interesting project, creators share their excitement about the launch across all of their channels. They self promote, build anticipation and provide an authentic endorsement for their own creation.

These limited-edition collaborations generate intense FOMO (fear of missing out), leading to high conversion rates.





## PRODUCT COLLABORATION IN ACTION

Influencer product collaborations in the beauty industry are booming.

With influencer collaborations bringing in twice the money of a traditional celebrity-led collaboration, we see big brands like MAC and Maybelline launching entire lines of influencer products.

## BROADCAST INTEGRATION

Influencers are being called upon by the entertainment industry. What was once exclusively reserved for A-list celebrities has adopted a new face.

Influencers are beginning to pop up in reality shows, morning programming, movies, and TV ads to name a few.

With a proven track record of entertainment on social, producers are turning to influencers to integrate new creative angles, and to benefit from their pre-existing audience. Influencers' marketing-savvy production tactics and emotion-evoking storytelling naturally complete broadcast communications.







## BROADCAST INTEGRATION IN ACTION

Expanding from her roots as a YouTuber, Grace Helbig successfully transitioned to broadcast.

From Late Night appearances to her very own television show, The Grace Helbig Show, Helbig leverages her 2.8 million subscribers on YouTube to propel her career on the big screen.

## LET'S GO BEYOND

As the influencer space continues to evolve, marketers can expect to see content creators leveraged outside of social media.

Event activations, product collaborations and broadcast integrations are just the beginning. With growing authority in the lives of consumers, influencers will play a stronger role in the marketing world, from digital to traditional communications.





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