



May 11, 2017

Deep Dive into CPG Influencer Marketing

AGENCY EXPERTS
REVEAL ALL



RhythmOne Welcomes You!



A media technology company
that connects **audiences** and
brands through **content**
across **devices** at **scale**.

RhythmInfluence

by RhythmOne

Create, Connect, Amplify

Branded Content + Programmatic Reach = Brand Impact

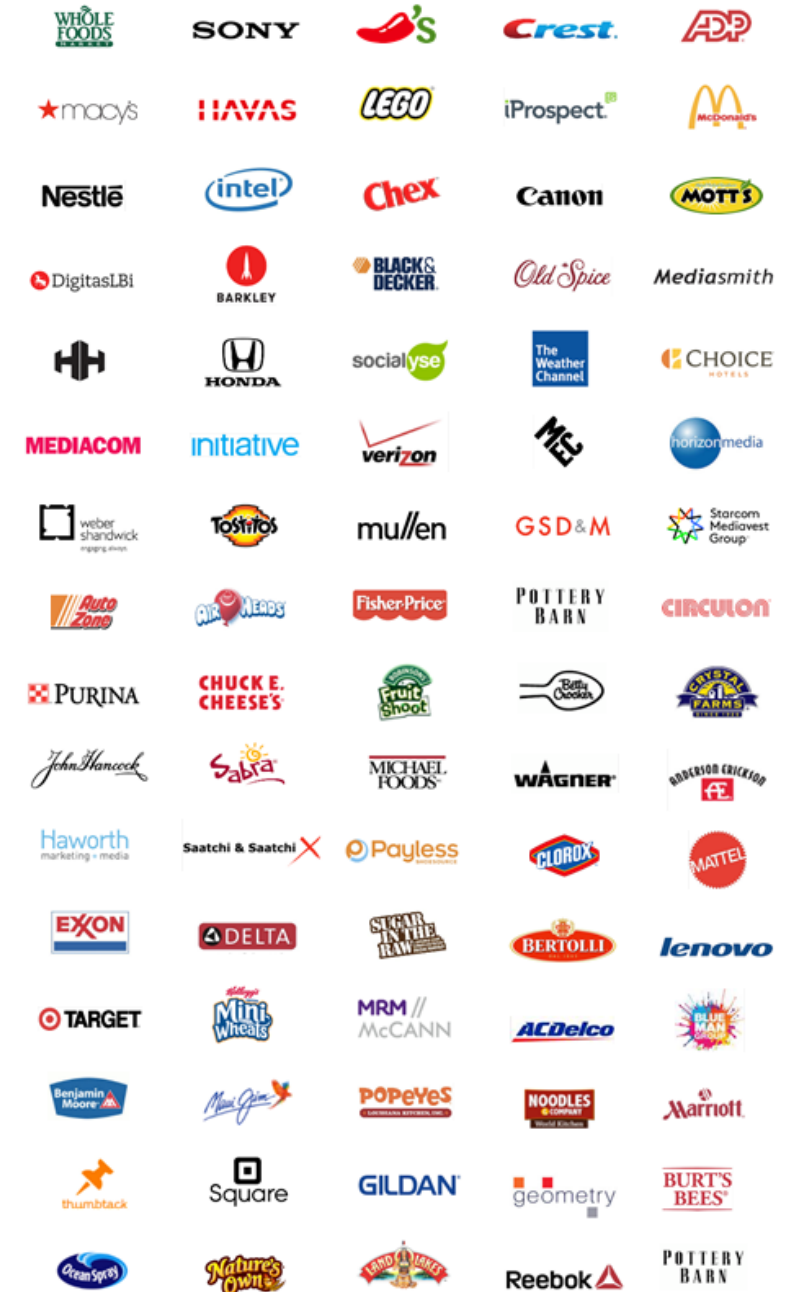
About Our Team

Industry experts with agency and digital media backgrounds.

Deep experience working with premium and national consumer brands.

Cross-industry expertise in a wide range of advertiser and brand categories.

Proven track record of delivering measurable results.



Agenda

- CPG Benchmarks
- CPG Challenges and Benefits
- Working with Influencers
- Creative Content that Stands Out
- The (R)evolution of Influencer Marketing
- Q&A and Discussion



Today's Moderator



David Neuman

Director of Social Strategy, RhythmOne

Today's Panel



Jacey Berg

Digital Supervisor
Haworth Marketing + Media

Haworth



Todd LaBeau

SVP Digital Marketing & Social Media
Lindsay, Stone & Briggs



LINDSAY, STONE & BRIGGS



Barrett Goetz

Associate Media Director
Nina Hale / Performance Digital



Katie Paulsen

VP Influencer Marketing
RhythmOne



RhythmOne



Influencer Marketing “State of the Industry”

84%

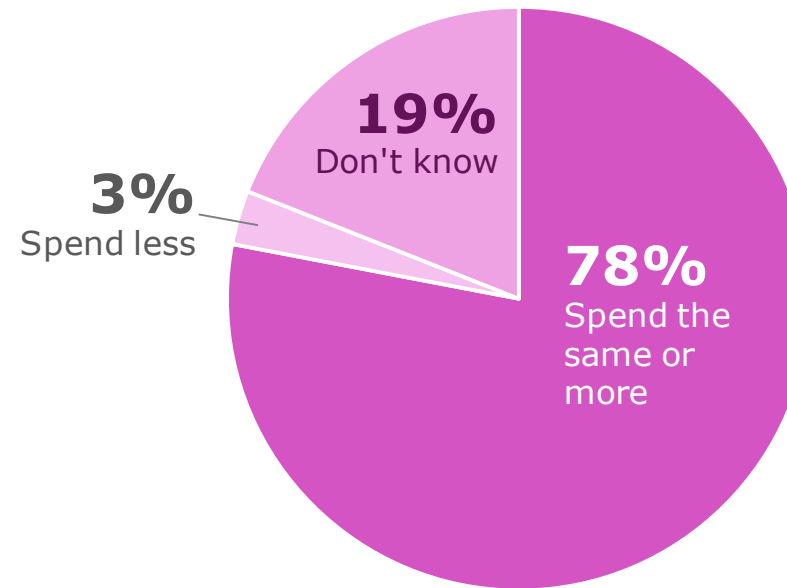
OF MARKETERS



WOULD LAUNCH AT LEAST

**one influencer
campaign within the
next 21 months**

Expected Change in Their Company's Influencer Marketing Budget



According to Brand Marketers
Worldwide, September 2016
% of respondents



David Neuman



Katie Paulsen



Barrett Goetz



Todd LaBeau



Jacey Berg

CPG Benchmarks (2016 Campaigns)



David Neuman



Katie Paulsen



Barrett Goetz



Todd LaBeau



Jacey Berg

CPG accounted for **40.3%** of 2016 Influencer Marketing programs.

\$14.44 Average EMV

123% of our overall 2016 average

2.33% Average Engagement Rate

116% of our overall 2016 average

\$0.71 Average CPE

-24% of our overall 2016 average

SOCIAL MEDIA LISTENING

CPG (FOOD)

11.11% Lift in brand mentions

10.33% Lift in positive brand sentiment

CPG (NON-FOOD)

6.14% Lift in positive brand sentiment



CPG Challenges and Benefits

Benefits of Influencer Marketing and Defining Success

What challenges do CPG brands have reaching their target market?



David Neuman



Katie Paulsen



Barrett Goetz



Todd LaBeau



Jacey Berg

Benefits of Influencer Marketing and Defining Success

What challenges do CPG brands have reaching their target market?

How does Influencer Marketing help solve these challenges?



David Neuman



Katie Paulsen



Barrett Goetz



Todd LaBeau



Jacey Berg

Benefits of Influencer Marketing and Defining Success

What challenges do CPG brands have reaching their target market?

How does Influencer Marketing help solve these challenges?

What are some key considerations when developing an influencer marketing campaign strategy?



David Neuman



Katie Paulsen



Barrett Goetz



Todd LaBeau



Jacey Berg

- **Set and manage expectations/transparency**
- **Align with business goals**
- **Ensure there is a POV**
- **Have a distribution plan**



David Neuman



Katie Paulsen



Barrett Goetz



Todd LaBeau



Jacey Berg

Measures for Influencer Marketing Success

Favorites Shares
Pins/Re-Pins Earned Media
Engagement Rate Value
VIEWS Reach
Cost-Per-Engagement
Social Media Brand Sentiment
Listening Tweets/Retweets
Content Quality Likes
Lift Sales Comments



David Neuman



Katie Paulsen



Barrett Goetz



Todd LaBeau



Jacey Berg

- Sales isn't the only definition of success
- Quality vs Quantity of Content
- Shift towards more scrutiny/brand safety



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Katie Paulsen



Barrett Goetz



Todd LaBeau

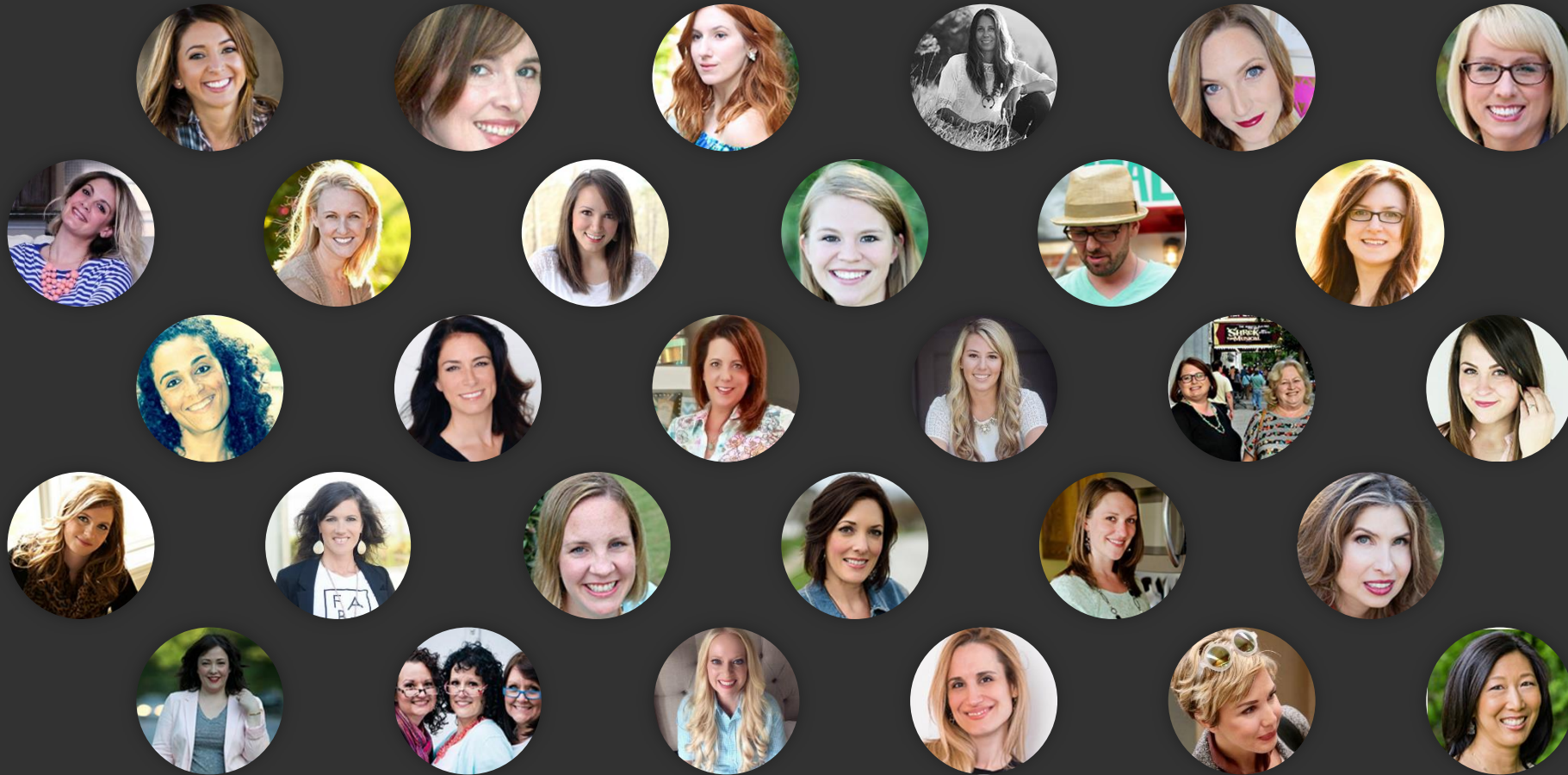


Jacey Berg



Working with Influencers

Choosing the RIGHT Influencers



David Neuman



Katie Paulsen



Barrett Goetz



Todd LaBeau



Jacey Berg

Influencer Selection

- **Influencers are now mini media companies**
- **The original “celebrity” is no longer authentic**
- **Engagement vs. Reach**
- **NEVER SETTLE**



David Neuman



Katie Paulsen



Barrett Goetz



Todd LaBeau



Jacey Berg

Harmony and Relationship Building



David Neuman



Katie Paulsen



Barrett Goetz



Todd LaBeau



Jacey Berg

Harmony and Relationship Building

- **Over communicate / Transparency**
- **Follow timelines**
- **Get creative**



David Neuman



Katie Paulsen



Barrett Goetz



Todd LaBeau



Jacey Berg



Creative Content
That Stands Out

Chicken Feed



David Neuman



Katie Paulsen



Barrett Goetz



Todd LaBeau



Jacey Berg

Recipes



David Neuman



Katie Paulsen



Barrett Goetz



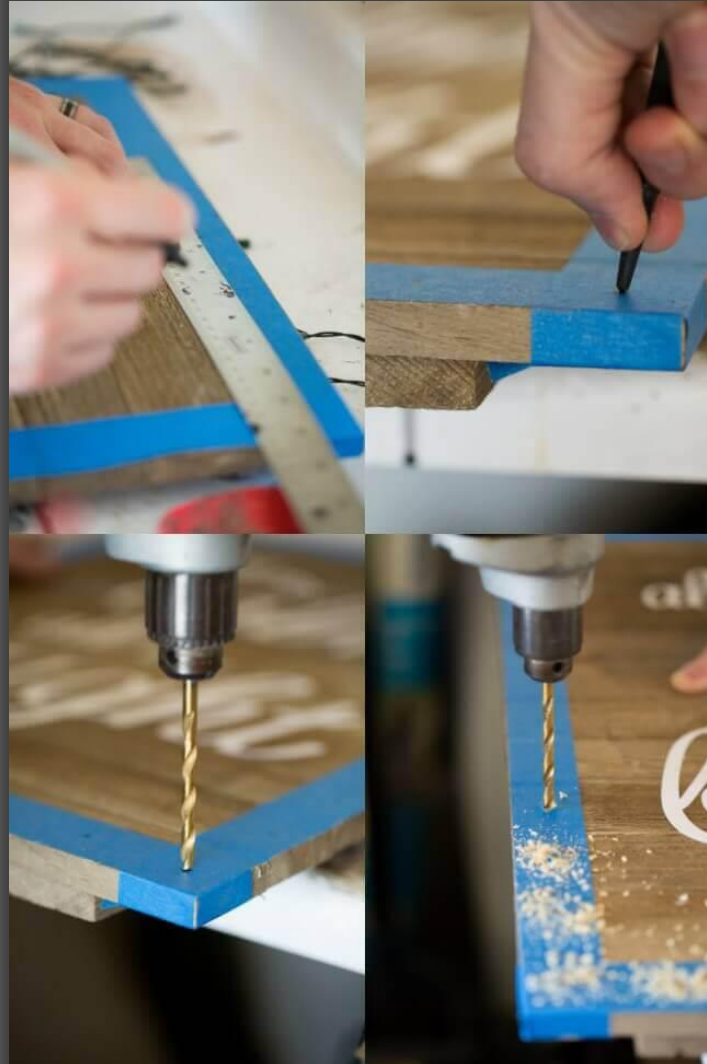
Todd LaBeau



Jacey Berg



Global Battery Company



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The Legal Stuff

- **Engage early in the process**
- **Understand requirements**
- **Work into timeline to keep on schedule**



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Katie Paulsen



Barrett Goetz



Todd LaBeau



Jacey Berg



The (R)evolution of Influencer Marketing

The Past and Present

- **Mobile has had profound impact**
- **Quality vs Quantity**
- **Diversity of media types within social**



David Neuman



Katie Paulsen



Barrett Goetz



Todd LaBeau



Jacey Berg

What Lies Ahead

- **AR/VR**
- **Increase of self-service**
- **Live video Social commerce**
- **Chatbots/messaging apps**



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Katie Paulsen



Barrett Goetz



Todd LaBeau



Jacey Berg



Final Thoughts

Influencer Marketing
is about customization.

Customization
is about authenticity.

Authenticity
is what drives results.

“KNOW THY AUDIENCE!”



David Neuman



Katie Paulsen



Barrett Goetz



Todd LaBeau

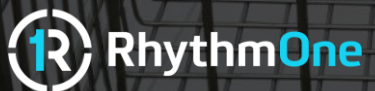


Jacey Berg



Thank
you.

Q&A AND
DISCUSSION



David Neuman



Katie Paulsen



Barrett Goetz



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