



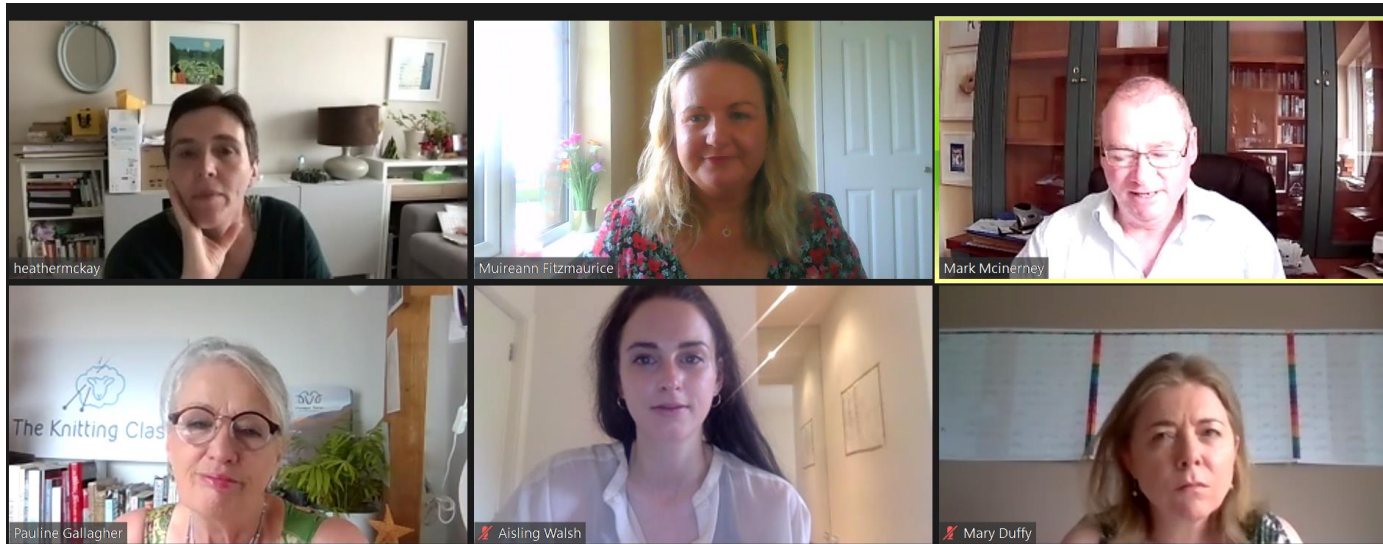
Oifig Fiontair Áitiúil

Local Enterprise Office

Let's talk business!



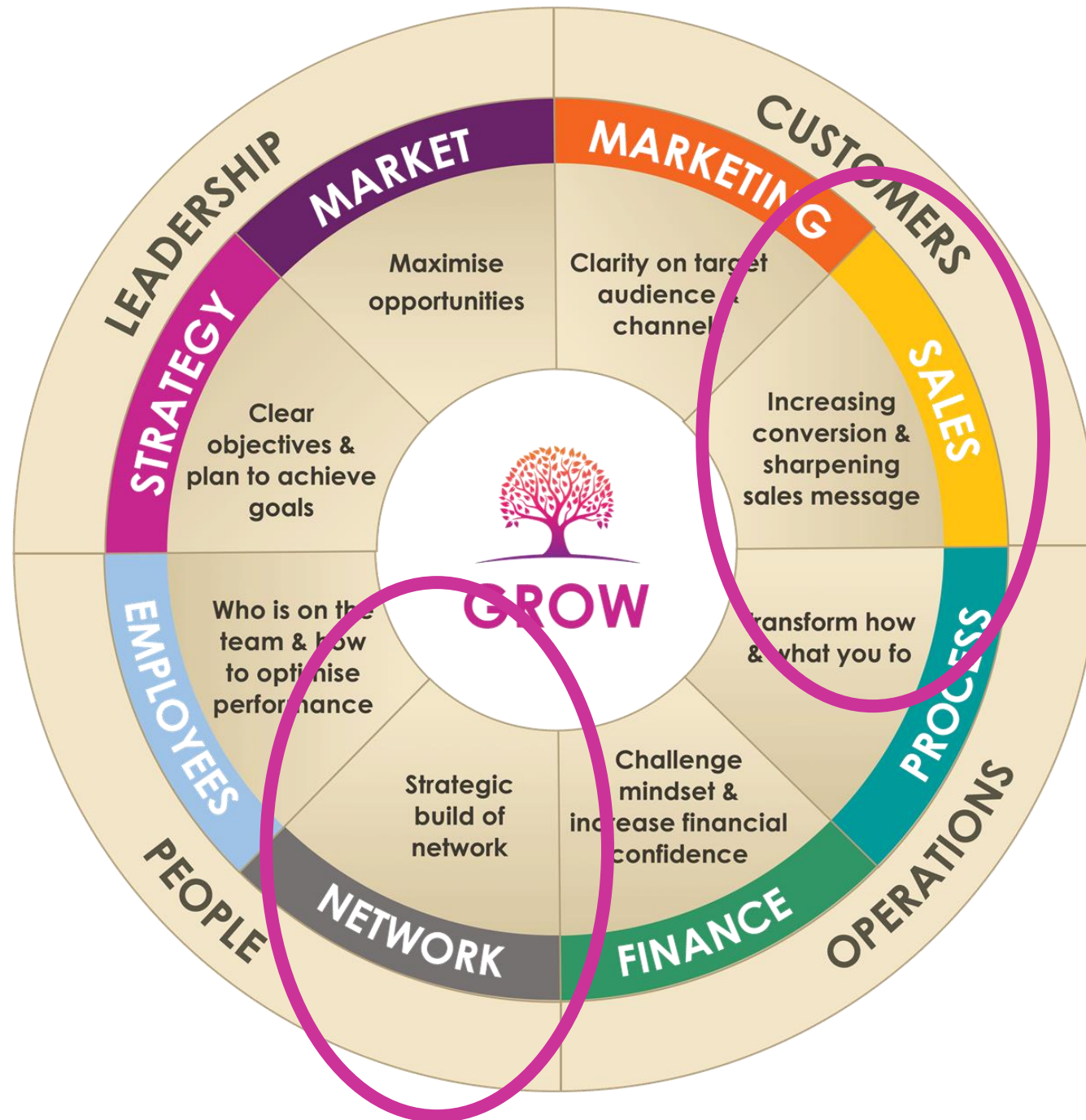
#localenterprise



Let's talk business!









WHERE ARE YOU?



STRENGTHS



OPPORTUNITIES

TODAY



SEE YOU AT 12.20

SHOWCASING BRAND

INFLUENCER MARKETING

INFLUENCER MARKETING

Building relationships with 3rd parties and their audience

Gifting

Competitions/Collaborations

Sponsored Posts

Brand Ambassador

GUIDE TO INFLUENCER MARKETING

A magic formula would be:

Influencer Research + Influencer Benefit + Collaboration Plan Outline = Response from Influencer

INITIAL REACHOUT - SAMPLE

“Hey [first name of influencer], we have this product that I think you’d like. May we send you a sample?”

This approach encourages the influencer to test your product first. It’s a simple offer – if the influencer is interested enough to try your product for free, then they’ll respond. After you get positive feedback, you can offer them the chance to participate in a campaign.

SAMPLE COLLABS

- Guest on your podcast.
- Co-host a webinar with your brand.
- Write a post on your blog or theirs.
- Speak at your customer conference.
- Attend your VIP industry conference event.
- Live-tweet/Facebook livestream/live-blog from your event.
- Share your content on their social channels.
- Participate in an influencer round-up e-book or SlideShare.
- Create original visual content inspired by or featuring your brand.
- Share your content with their mailing list.
- Test out your product and write a review.
- Host an Instagram/Twitter/Facebook “takeover” of your brand channels.
- Promote their collaboration with your brand on their website and in their social channels.
- Talk to the media about your product as a brand advocate.
- Host a focus group.
- Giveaway product to their audience.
- Co-host a social media contest.

<https://www.paincommunication.com/insights/5-key-components-of-a-successful-influencer-marketing-strategy/>

Key Criteria of a Successful Influencer Marketing Strategy

Developing a successful influencer marketing strategy is not everyone's cup of tea. You have to take various things into account and ensure your strategy contains all the following elements.



A brief understanding of goals:

Understand your goals and how you will achieve them. Influencer marketing is all about moving ideas from one influencer type to another.



Identify influencer network:

Identify influencers that are a perfect fit for your brand. They are not necessarily celebrities with millions of followers.



Engage with influencers:

Influencer marketing is all about personal interactions. Engage with your influencers and add value to their efforts.



Paid, owned and earned strategy:

Select the right influencer for the right goal for each channel. (paid, earned, owned)

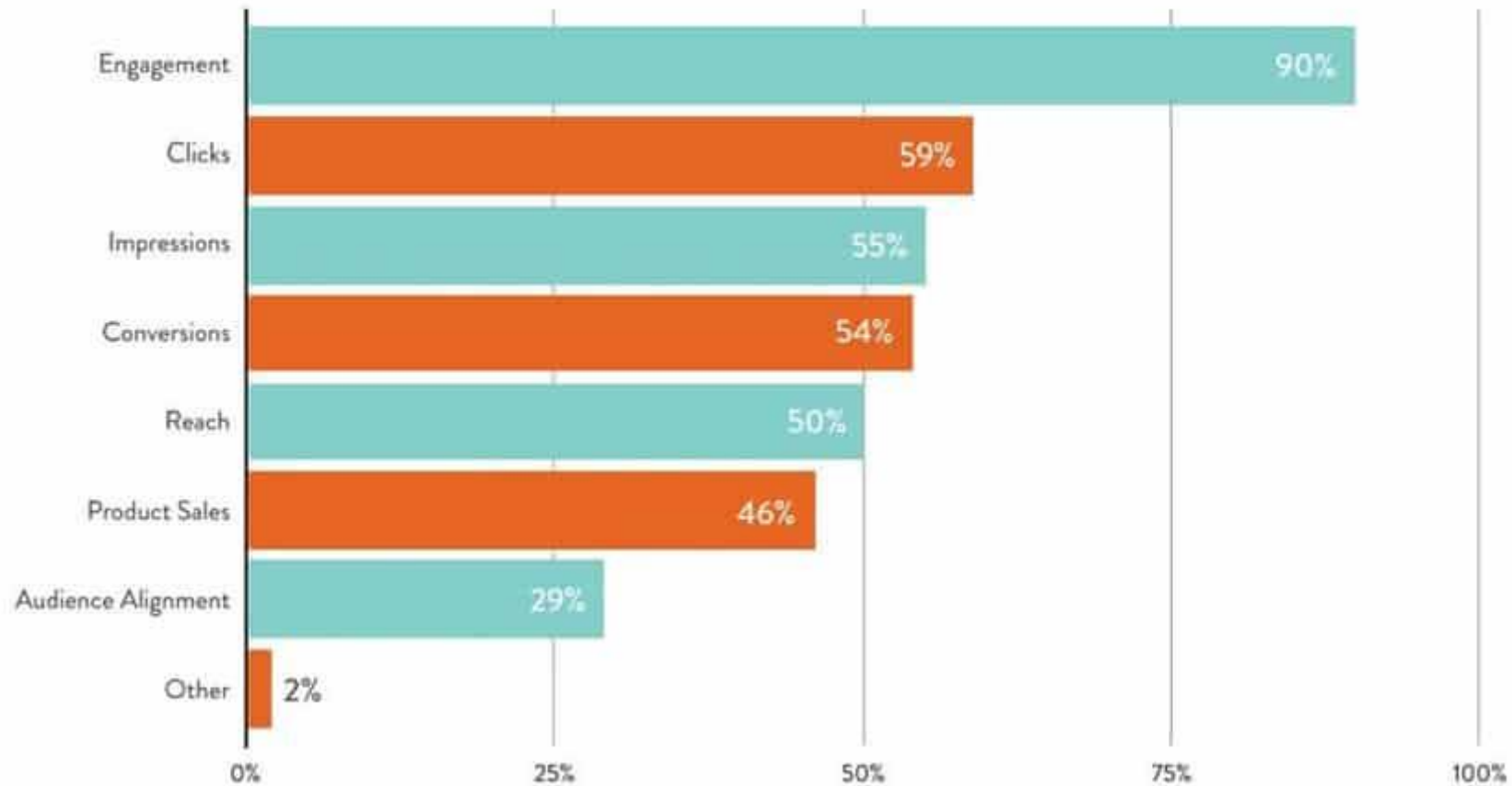


Measure:

At the end, it's all about measuring results.

INFLUENCER MARKETING

How do you measure the success of your influencer marketing programs?



[RECIPES](#)[DONAL'S TIPS](#)[MY ACCOUNT](#)[LOG IN](#)

Hello! Let's simplify your life with our easy, Everyday Meal Plans.

We will help you reclaim your kitchen allowing you serve delicious meals every day!

- ✓ Step-by-step guided videos for all recipes.
- ✓ Donal's guided tutorials on Essential Kitchen Skills.
- ✓ Personalised meal planner and automated shopping lists save you time and more importantly money.



+

€9.99

+

€99.00

INFLUENCER MARKETING



- <https://www.campaignmonitor.com/blog/email-marketing/influencer-marketing-for-small-businesses/>
- <https://tinuiti.com/blog/paid-social/what-is-influencer-marketing/>
- <https://www.thedrum.com/industryinsights/2020/05/06/the-key-elements-influencer-marketing-strategy>
- <https://www.meltwater.com/en/blog/9-elements-successful-influencer-marketing-agreements-contain>
- <https://www.bigcommerce.com/blog/influencer-marketing/#wrapping-up>
- <https://getcarro.com/blog/10-steps-to-influencer-marketing-for-your-small-business/>
- <https://sisudigital.fi/influencer-marketing-guide/>

MARKETING PLAN

marketing your business

YOUR ROADMAP

WHO?

Who do you
want to spend
more money?

WHERE?

How will you
promote to those
people?

WHEN?

Having a clear
plan of action for
your business

HOW?

What supports do
you need to
make this
happen?

BRAND PERSONA

NAME



CUSTOMER TYPE

AGE

FAMILY STATUS

SOCIAL NETWORKS

KEY AMBITIONS

KEY CHALLENGES / PAIN POINTS

MARKETING CHANNELS

PURCHASE BEHAVIOURS

KEY MESSAGES

BENEFITS & BARRIERS

WHERE

WHAT MEDIA TO THEY CONSUME?

What do they read?

Where do they go online? (websites/forums)

What social media do they use?

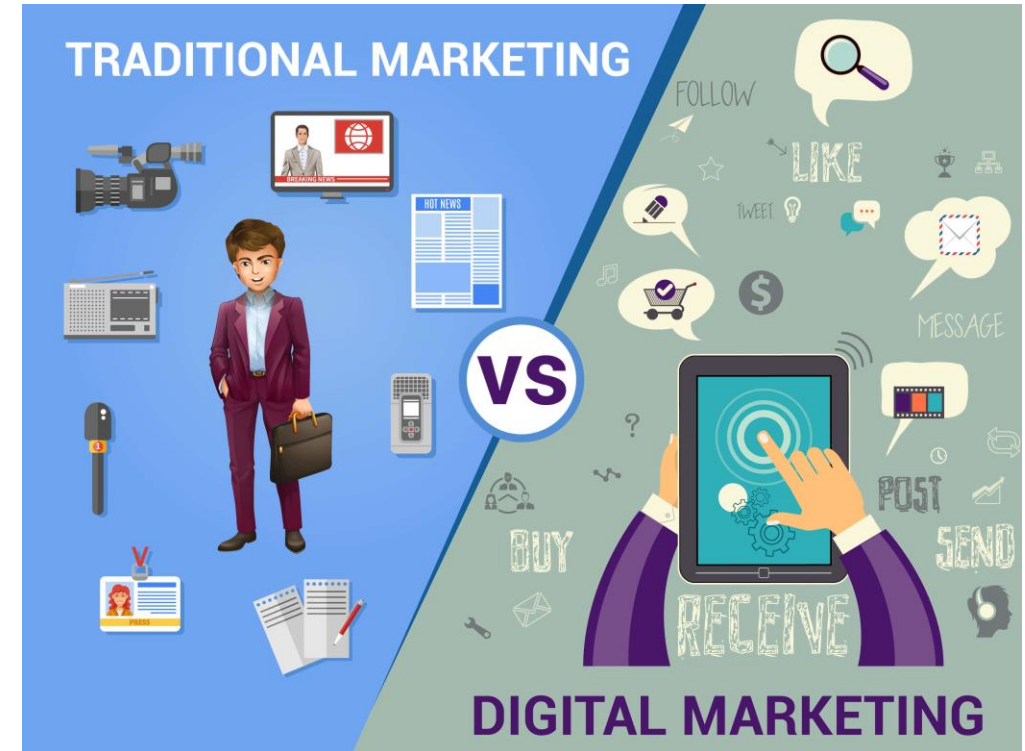
Who do they follow online?

What groups are they part of?

What events do they go to?

Who influences them?

What do they listen to? (radio/podcasts)



DIGITAL MARKETING

ORGANIC SEARCH



SEARCH ENGINE
OPTIMISATION

PAY PER CLICK



SEARCH ENGINE
MARKETING

PAID FOR ADVERTS



SOCIAL MEDIA
ADVERTISING

marketingcoach.ie



EMAIL
MARKETING



CONTENT
MARKETING



INFLUENCER
MARKETING

CASE STUDY

CASE STUDY

Business Goals

Raise profile of the practice and increase number of customers and TO

Marketing Goals

Get 100 locals to buy Wills and Probate by increasing local awareness





LOCAL PRESS

LOCAL RADIO

BUSINESS
NETWORKING

SOCIAL
MEDIA
MARKETING

3RD PARTY
PROMOTION

EMAIL
MARKETING



Linked in

facebook

MARKETING MIX

Marketing Goals

Get 100 locals to buy Wills and Probate by increasing local awareness resulting in €10k worth of donations



90



WHEN

MARKETING ACTION PLAN

TOOL	Ide as	ACTIONS	WHO	COST	JAN	FEB	MAR
Events or Occasions					New Year	Valentines	Mothers
BUSINESS BASICS							
Website Build							
SEO - Blogging							
Social Posting							
TARGET: A							
Social Media Ads							
Influencers							
TARGET: B							
Networking							
Direct Sales							
Gifting Mail Drops							
TARGET: C							
Event Prizes for Chamber Dublin							
GET CURRENT CUSTOMERS TO BUY MORE							
Email Marketing							
App Messages							

HOW

What is your message?

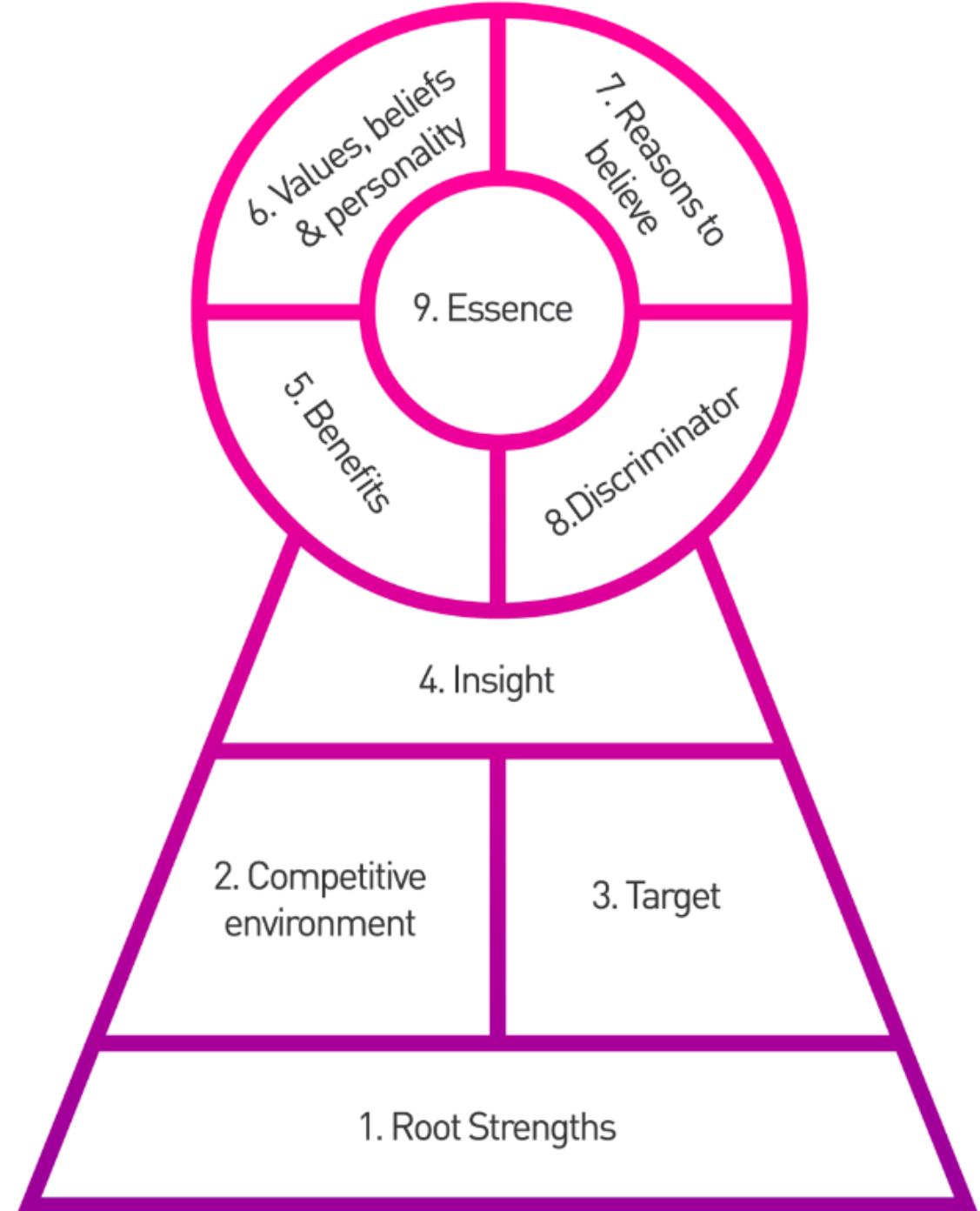
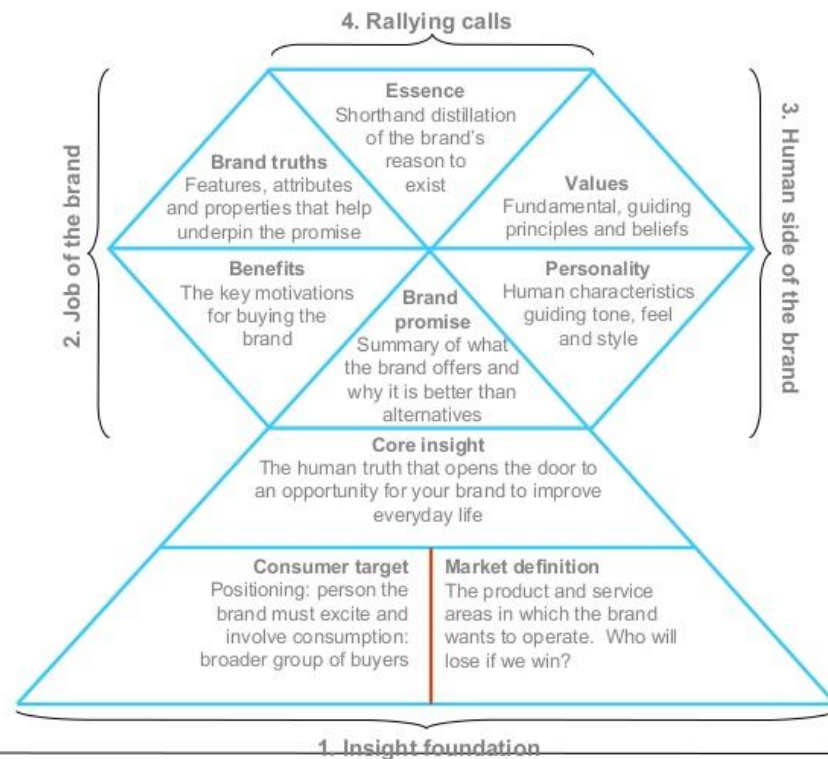
What content will you provide?

What branding will support the message?

BRANDING

BRAND KEY

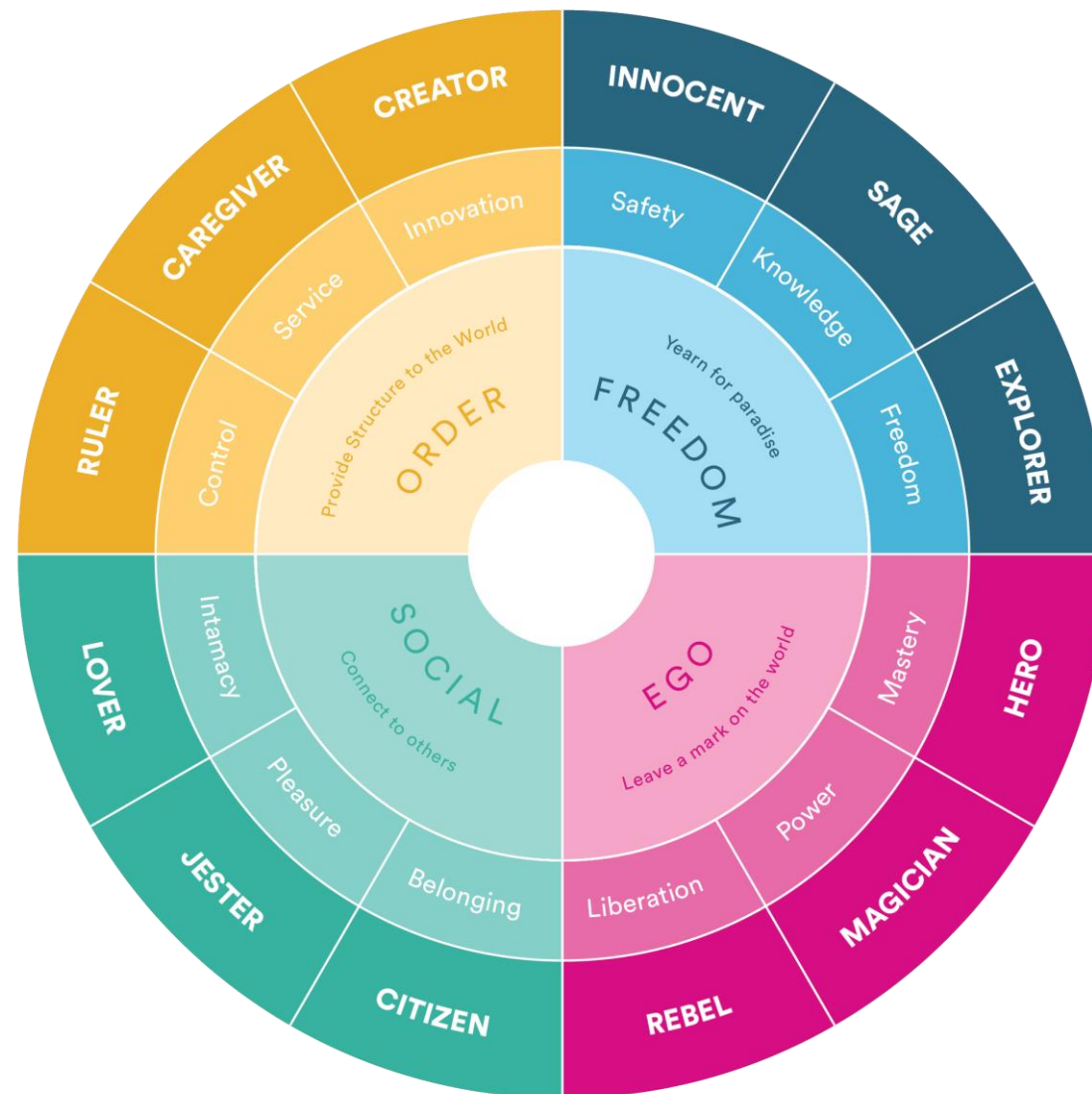
A brand positioning template



COMPANY VALUES



PERSONALITY



PROMPT LIST

Acceptance	Clear	Decisiveness	Fortitude	Insightful	Originality	Satisfaction	Talent
Accomplishment	Clever	Dedication	Freedom	Inspiring	Passion	Security	Teamwork
Accountability	Comfort	Dependability	Friendship	Integrity	Patience	Self-reliance	Temperance
Accuracy	Commitment	Determination	Fun	Intelligence	Peace	Selfless	Thorough
Achievement	Common sense	Development	Generosity	Intensity	Performance	Sensitivity	Thoughtful
Adaptability	Communication	Devotion	Genius	Intuitive	Persistence	Serenity	Timeliness
Alertness	Community	Dignity	Giving	Irreverent	Playfulness	Service	Tolerance
Altruism	Compassion	Discipline	Goodness	Joy	Potential	Sharing	Toughness
Ambition	Competence	Discovery	Grace	Justice	Power	Significance	Traditional
Amusement	Concentration	Drive	Gratitude	Kindness	Present	Silence	Tranquility
Assertiveness	Confidence	Effectiveness	Greatness	Knowledge	Productivity	Simplicity	Transparency
Attentive	Connection	Efficiency	Growth	Leadership	Professionalism	Sincerity	Trust
Awareness	Consciousness	Empathy	Happiness	Learning	Prosperity	Skill	Trustworthy
Balance	Consistency	Empower	Hard work	Liberty	Purpose	Skillfulness	Truth
Beauty	Contentment	Endurance	Harmony	Logic	Quality	Smart	Understanding
Boldness	Contribution	Energy	Health	Love	Realistic	Solitude	Uniqueness
Bravery	Control	Enjoyment	Honesty	Loyalty	Reason	Spirit	Unity
Brilliance	Conviction	Fairness	Honor	Mastery	Recognition	Spirituality	Victory
<u>Calm</u>	Cooperation	Family	Hope	Maturity	Recreation	Spontaneous	Vigor
Candor	Courage	Fame	Humility	Meaning	Reflective	Stability	Vision
Capable	Courtesy	Fearless	Imagination	Moderation	Respect	Strength	Vitality
Careful	Creation	Feelings	Improvement	Motivation	Responsibility	Structure	<u>Wealth</u>
Certainty	Creativity	Ferocious	Independence	Openness	Results-oriented	Success	Welcoming
Challenge	Credibility	Fidelity	Individuality	Optimism	Reverence	Support	Winning
Charity	Curiosity	Focus	Innovation	Order	Rigor	Surprise	Wisdom
Cleanliness	Decisive	Foresight	Inquisitive	Organization	Risk	Sustainability	Wonder

What is your message?

What content will you provide?

What branding will support the message?

marketing your business

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Key Takeaways...

Thank You!