

INFLUENCER TOOLKIT
FINE ART BRANDS
2019

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WORKING WITH INFLUENCERS IN 2019

WHY WE ARE WORKING WITH INFLUENCERS

Influencers are an important channel for driving business and communication objectives, such as **direct-to consumer retail** and **product and brand awareness**.

Influencer marketing allows you to put fine art **products into the hands of creatives**, artists and experts who can authentically demonstrate the products benefits.

This toolkit is designed to help you identify and recruit local influencers within your market who can help support brands in 2019 and compliment what's happening at a global level.

TYPES OF INFLUENCERS VS OBJECTIVES

GLOBAL

ARTIST COLLABORATOR

(Varied follower numbers or no social)
Example: David Bachelor



- High social reach (or no social reach due to status)
- Very expensive, lower engagement

Good for brand positioning, mass awareness, brand ambassadors (long-term sponsorships)

GLOBAL/LOCAL

HEAVY WEIGHT INFLUENCERS

(50K-250K+)
Example: Jenna Rainey



- High reach and high recognisability
- Expensive, content creators

Good for brand positioning, mass awareness, brand relevancy through thought leadership or functionality through tutorials

LOCAL

MID-LEVEL INFLUENCERS

(10K-50K)
Example: Scott Mason



- Experts or well-known within their field
- Creators of high-quality content
- Co-creation is a good strategy for these guys

Good for quality or mass awareness, content creation for brand channels, brand positioning and highlighting quality of the products

LOCAL

MICRO INFLUENCERS

(1K-10K)
Example: Sandra Neuditschko



- Low cost or works for product
- Passionate about the product
- Quality of content varies

Good for slowly building brand awareness and content creation at scale, great at highlighting the quality of the products

HOW DO THE INFLUENCERS COMPARE?

ARTIST COLLABORATOR

Famous for being a leader in their field, therefore highly influential.

Wide cultural presence, known outside of the art world

Little or no social media presence

Limited content opportunities due to their status

Difficult to get access to and very expensive to partner with

HEAVY WEIGHT INFLUENCERS

Respected and well known for their craft, ideal for thought leadership.

Famous within the art world

More likely to have a social media presence

Suitable for growing brand relevancy through thought-leadership

Shorter collaborations due to cost

MID-LEVEL INFLUENCERS

Established creatives who are known within their field or industry. Ideal for content co-creation.

Known within their industry (fashion, design, art, etc.)

Socially engaged with high followings

Opportunities for mid-long term partnerships to highlight the quality of the products

Can feature in branded content for fine art channels

MICRO INFLUENCERS

Influential due to their passion for the products. Audience size often varies but can be effective when used at scale.

Very socially engaged

Passionate content creators, will potentially work for free (or in exchange of products)

Can achieve a substantial reach when used on mass (i.e. product placement campaigns)

Low awareness

ARTIST COLLABORATIONS

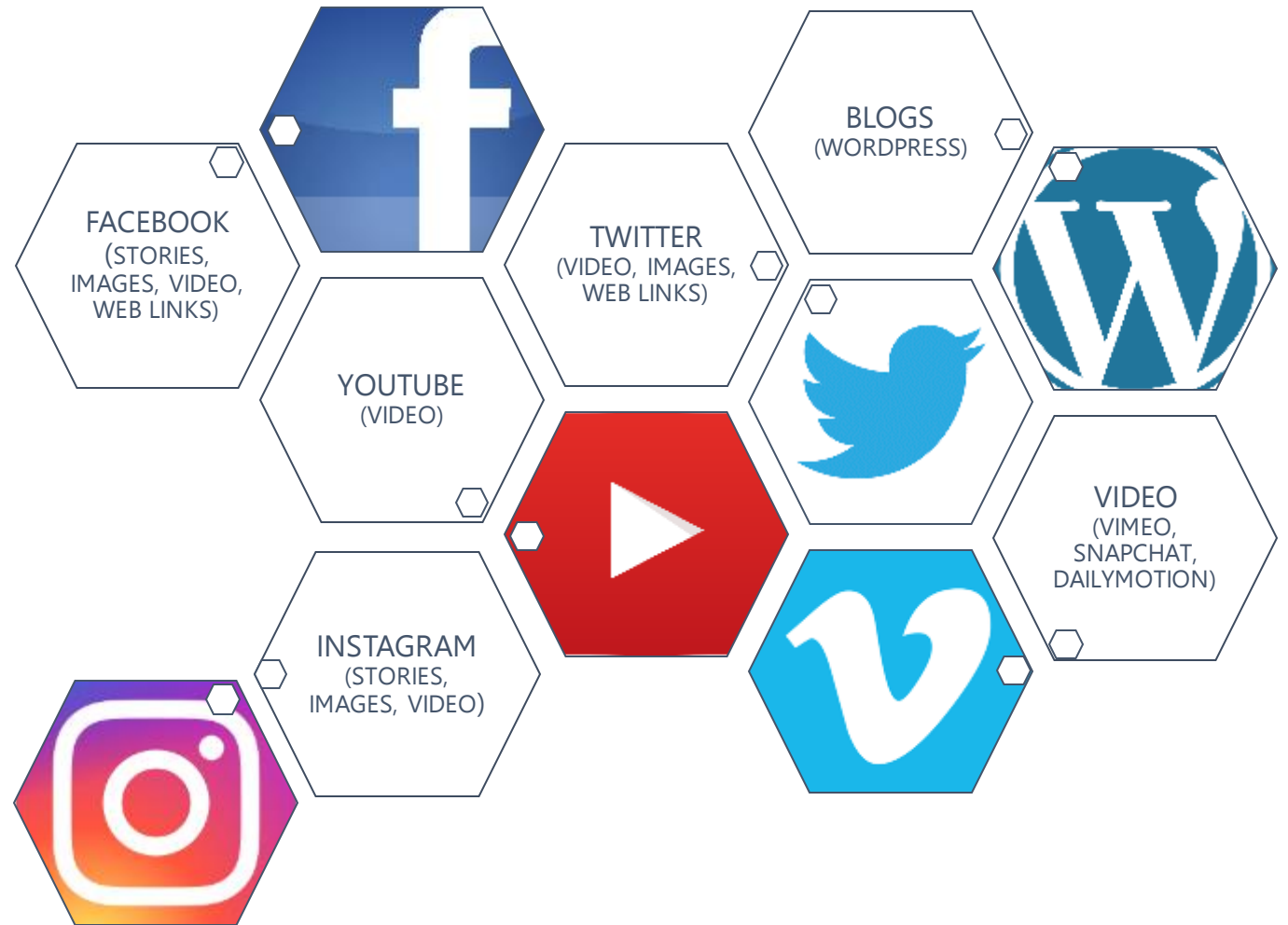
By Artist Engagement Team

See Appendix for examples

- This is a relationship building programme with fine artists to build brand fine art credentials.
- It encompasses fewer projects and carefully selected artists, the ones chosen have high profile careers and provide maximum benefit to the brand.
- The artists invited to participate in our residency programme are fine artists in line with our Artist Collaboration guidelines.
- It aligns our brands with artists who open up partnership opportunities with large institutions to increase our reach; this also includes opportunities to engage with, for example:
 - Their educational programmes
 - Museum gift stores
 - Incorporate Elephant Magazine

WHAT CONTENT INFLUENCERS CAN CREATE

Most influencers are capable of creating content for multiple channels



LEVERAGING INFLUENCER CONTENT

There are two avenues of content sharing to consider when working with influencers:

1. Influencer channels

Working with low to mid tier influencers is usually with the objective of creating awareness amongst their audience about a product. This means a number of suitable influencers may have been briefed to create brand related content for their own channels. This content does not always need to be reshared by the brand and should be created in line with the influencers usual style.

2. Brand channels

Influencers can also be briefed to create content to live exclusively on brand channels (they may also share this on their own channels). In this instance, the influencer is usually briefed to create content that fits within specific brand guidelines.

HOW TO LINK TO BRAND CHANNELS VIA INFLUENCER CONTENT



INSTAGRAM

Link to web via
Swipe-Up in Stories

Link to web via a URL
in the bio

Link to web via a link
on an Instagram
advert

Mention/tag brand in
post



YOUTUBE

Link to web via
YouTube description

Link to web via
YouTube annotations

Link to web via a link
on a YouTube advert

Link to web via
YouTube end card



FACEBOOK

Link to web via
image/video/status
posts

Link to web via a link
on a Facebook ad

Mention/tag brand in
post



TWITTER

Link to web via
Tweets

Link to web via a link
on a Sponsored Post

Mention/tag brand in
post



BLOGS

Link to web via
articles/blog posts



VIDEO

Links via video
description

For micro influencers, often a simple tag of the brand can be the best way to show association without cannibalising the integrity of the content

WINSOR & NEWTON

THE CONTENT PILLARS

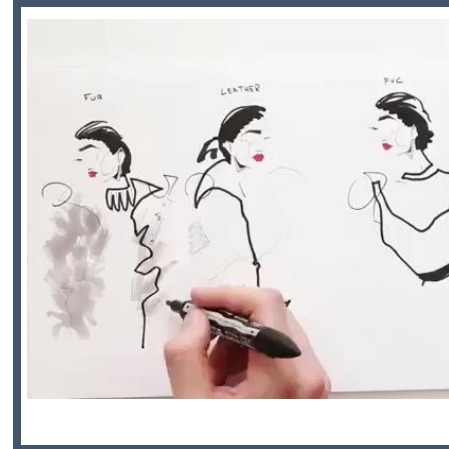
What are the different types of content you can ask an influencer to produce?

Artwork created using W&N tools and products (i.e. drawings, paintings, etc). A photo of a finished piece of art created in the influencer style and made with W&N products.

FINISHED ARTWORK SHOULD NOT BE DISPLAYED ON W&N CHANNELS



Tutorials showing the best ways to use W&N tools and products. A video with the influencer showing their followers/subscribers how to create a piece of art (in their style) using W&N tools.



Product Review video featuring W&N tools and products. A video, blog or photo of the influencer talking about W&N products or products being unboxed.



Work in Progress of artwork created using W&N tools and products. This could be a photo or short video showing a piece of art that's currently being worked on by the influencer using W&N tools.



Speed Painting using W&N tools and products. A video where the influencer creates a piece of art at speed (often under 10 minutes), the footage is often sped-up or shot using time-lapse.



INFLUENCER GUIDELINES FOR W&N CONTENT CREATION

Keeping content on brand when briefing influencers to create content for owned W&N channels

The video and/or pictures will be taken in a **minimalist environment**: a white background, with the artwork at the center. The work in progress will be in the influencers own style, showing their natural way of working.

DOs...

- Encourage conversation with followers on any posts referencing the brand
- Ensure the product is centre and the focus of the image (even if in use)
- Mention the brand using the correct handle (IN: *@winsorandnewton* TW: *@winsorandnewton* FB: *@WinsorNewton*), when using a hashtag remember to use *#winsorandnewton*

Ensure all imagery / videography is fresh and calming:

- Image always shot from above
- Everything should be in focus, no blurring
- Use white space, do not clutter the image
- Add pantone charts or colour references to look professional
- Keep image as a work in progress where possible
- The set should be clearly lit, should be kept contemporary

DON'Ts...

- The image cannot include any competitor brands or references, and needs to avoid any other art products
- Avoid featuring other items with obvious branding/logos
- The background of the image should not be distracting

EXAMPLES OF PREVIOUS W&N INFLUENCER CONTENT (IMAGES)



EXAMPLES OF PREVIOUS W&N INFLUENCER CONTENT (VIDEO)



Speed Painting



Product Testing



Work in Progress

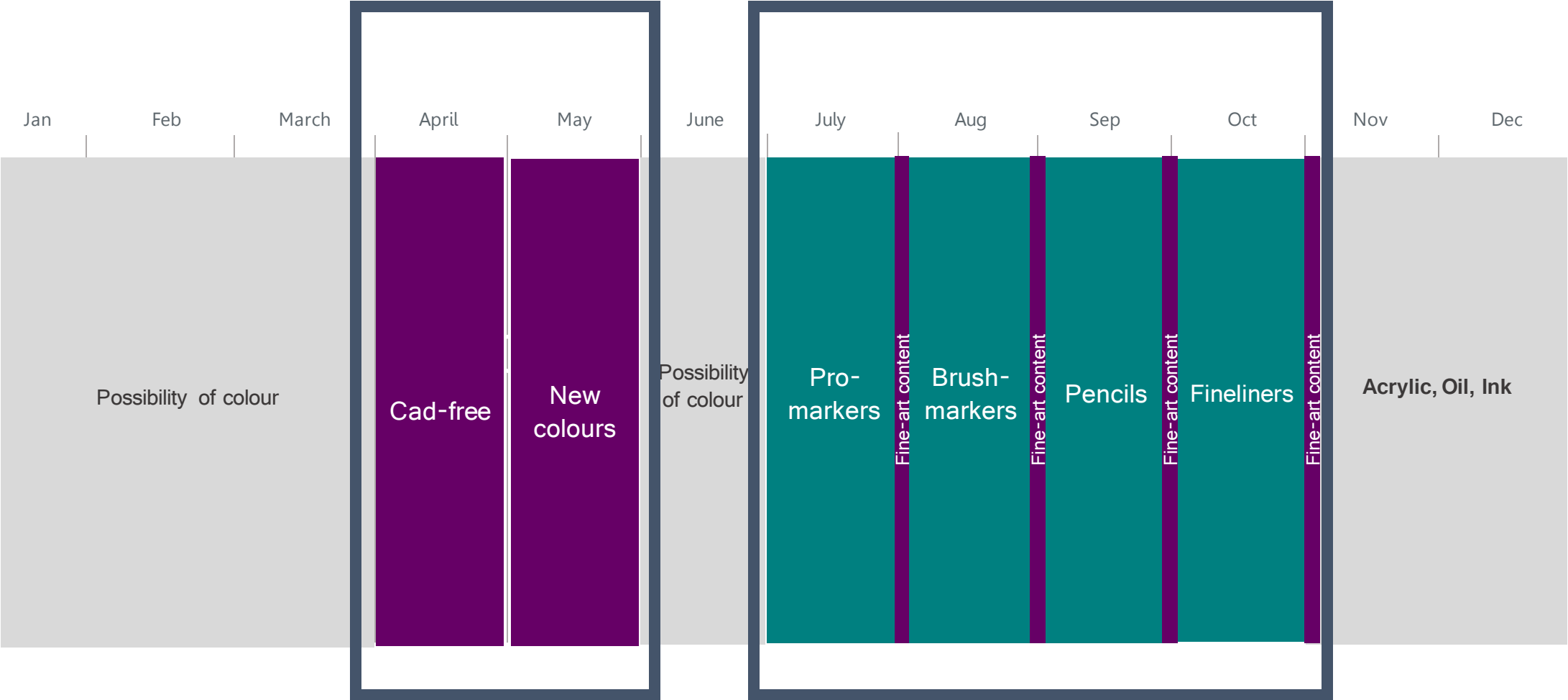
WHERE DO WE INVOLVE INFLUENCERS IN 2019?

Fine Art

Graphic Art

Possibility/gifting

PHASE 1 PARTICIPATION
(Objective: Engagement)
Always-on audience acquisition activity



USING INFLUENCERS FOR FINE ART

*How to activate influencers for
Cad-Free & New Water Colours*

1. Inspire new audience

Brief them to create content using our products to inspire their audience.

e.g. Creating vivid to transparent washes that showcase the colour strength, vibrancy and opacity of Cadmium-Free colours.

2. Convert new audience

Brief them to invite their audience to request a product sample (Cad-free Dot Card) in exchange for marketing opt-in.

e.g. Referencing it in the bio/comments depending on the channel.

EXAMPLES OF FINE ART INFLUENCERS & WHY THEY'RE GOOD



Jenna Rainey
Watercolour Artist

Jenna is a fan of the brand and has created numerous art pieces with W&N products. Jenna's high-quality content and overall aesthetic aligns with W&N brand values.



Inga Buividavice
Watercolour Artist

Inga is also a fan of the brand and paints with W&N products. Inga is a talented artist and has a look & feel that aligns with W&N. Inga creates tutorial videos and original pieces of art.



Sue Arrowsmith
Artist

Sue is a great example of a talented micro-influencer, while Sue has a small social following she produces very high-quality work that has been featured on W&N brand channels.

USING INFLUENCERS FOR GRAPHIC ART

*How to activate influencers for
Pro-Markers, Brush-Markers,
Pencils & Fineliners*

1. Inspire new audience

Brief them to create content using our products to inspire their audience.

e.g. Brief a fashion influencer to use the new Fashion themed ProMarkers to design an original item.

2. Convert new audience

Brief them to invite their audience to trial products with a challenge/CTA.

e.g. Referencing it in the bio/comments depending on the channel

EXAMPLES OF GRAPHIC ART INFLUENCERS & WHY THEY'RE GOOD



Scott Mason
Fashion Illustrator

Scott can help W&N reach a younger audience. Scott produces high-quality drawings of his designs on Instagram but he also uses YouTube to vlog about his life.



Louise McNaught
Artist/Illustrator

Louise has been described as having a pleasant balance between traditional technique and modern flair. Louise's work has been featured on W&Ns channels.



Kesh
Artist/Illustrator

Kesh has been described as an '*Artsy KreativDude*'. His bright and high-quality marker work is a benchmark for the type of aspirational quality from a Pro Marker influencer.

LIQUITEX

THE CONTENT PILLARS

What are the different types of content you can ask an influencer to produce?

Artwork created using Liquitex products (i.e. paintings, mixed media). A photo of a finished piece of art created in the influencer style made with Liquitex, including the product when possible.

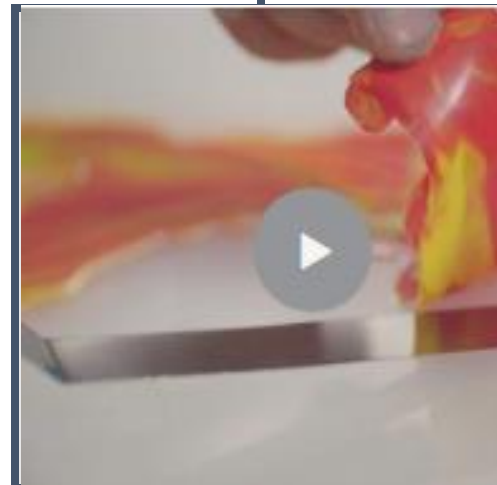


Tutorials/How To's showing the best ways to use Liquitex products and tools. A video with the influencer showing their followers/subscribers how to create a piece of art (in their style) using Liquitex. (i.e. Pouring technique, using gels, making acrylic sheets etc.)



Work in Progress of artwork created using Liquitex products and tools. This could be a photo or short video showing a piece of art that's currently being worked on by the influencer using Liquitex.

Can be time lapse.



Product Review video featuring Liquitex products. A video, blog or photo of the influencer talking about Liquitex products or products being unboxed.

**Any exception to be approved by Global Brand.*

INFLUENCER GUIDELINES FOR LIQUITEX CONTENT CREATION

Keeping content on brand when briefing influencers to create content for owned Liquitex channels

The video and/or pictures should be taken in a studio environment or on a white or light grey background, with the artwork at the center. The work in progress will be in the influencers own style, showing their natural way of working.

DOs...

- Encourage conversation with followers on any posts referencing the brand
- Product placement is encouraged, as is color reference
- Ensure the product is the focus of the image (even if in use)
- Hero product or artwork should be in focus; no blurring
- Mention the brand using the official handle (IN:@Liquitex, TW:@Liquitex ,FB:@Liquitex),
- When using a hashtag remember to use #Liquitex, along with specific campaign hashtags)
- Images focused on product only in use should be shot from above
- Keep image as a work in progress where possible
- The set should be clearly lit
- The lifestyle/studio environment should feel current and authentic

DON'Ts...

- Avoid featuring other acrylic paint brands
- The background of the image should not be distracting
- Refrain from use of expletives and religious, political or racial statements

ALWAYS...

- Be creative and have fun

EXAMPLES OF INFLUENCERS & WHY THEY'RE GOOD



Laura Berger

Laura is a professional artist with a style of painting that makes her a great influencer for Acrylic Gouache. In addition to her 109K followers, she has been featured in many publications, including a cover and feature in Juxtapoz and a feature in Hi-Fructose. She also collaborates with brands, most recently Vans.



Kathryn Beals

Kathryn is a fan of the brand and an artist working in California. Her work features acrylic pouring and she also donates a portion of her funds to various non-profits. She has very high engagement with her 57K followers.



Carolyn Dube

Carolyn is a great example of an influencer for the crafter and mixed media audience with 10.4K followers. Her posts are fun, colorful and informative, while at the same time professional. She believes art is all about the freedom to play and she is not intimidating for a beginning artist or crafter. She also performs workshops.

WHERE DO WE INVOLVE INFLUENCERS IN 2019?

PHASE 1:
2019

Vision:
Brand Of Choice: Preference
↑

Conversion Factors:
Increase Accessibility
Create Emotional Connection
↑

Strategic Imperatives:
Leverage key influencers to drive
credibility and reach
↑

Campaign Objectives:
Awareness and Engagement
Database Opt-Ins



**dependent upon traction with Acrylic Gouache and Soft Body campaigns*

USING INFLUENCERS FOR ACRYLIC GOUACHE

*How to activate influencers for
Acrylic Gouache*

1. New Audience Awareness and Inspiration

Brief them to create content using our products to create awareness and inspire their audience.

Showcase USPs:

*ultra-pigmented/most pigmented range in Liquitex,
solid, flat, matte
non-cracking/flexible
great for designers and illustrators (new user base)
color blocking, layering – techniques*

USING INFLUENCERS FOR SOFT BODY

*How to activate influencers for
Soft Body*

1. New Audience Awareness and Inspiration

Brief them to create content and a challenge, using Liquitex products to create awareness and inspire their audience

Highlight versatility including:

*fluidity (and not a watered down heavy body)
new vessel (designed by artists for artists)
intermixability with mediums and other ranges
techniques*

2. New Audience Engagement

Brief them to invite their audience to:

- trial products, enter the influencer's challenge (Liquitex product prizes to be provided*) and post on their social channels
- request a product sample in exchange for marketing opt-in. (N.A. 2 color sample box, other local markets tbd)

**Local market MSRP may differ for prize values.
All product prizes be funded by local market.*

USING INFLUENCERS FOR LIQUITEX BASICS

*How to activate influencers for
Color Ranges and Mediums*

1. New Audience Awareness and Inspiration

Brief them to create content, using Liquitex products to build awareness of the quality of the range (not only student) and new color introductions, and inspire their audience.

Showcase new colors

Highlight:

artist quality pigments

medium viscosity

range of opacity

for all techniques including underpainting and sketching

for all creatives

2. New Audience Engagement

Brief them to invite their audience to trial products and enter a competition (Liquitex product prizes to be provided*)

**Local market MSRP may differ for prize values.*

All product prizes be funded by local market.

USING INFLUENCERS FOR LIQUITEX CORE

*How to activate influencers for
Liquitex Basics (Color and
Mediums)*

1. New Audience Awareness and Inspiration

Brief them to create content using our products to create awareness and inspire their audience.

Showcase USPs of Mediums and that are important to their practice

Showcase USPs of Mediums that are important to the local market

Showcase versatility of Mediums and the color ranges they use with them

LEFRANC BOURGEOIS - PLACEHOLDER
FR team will update this at a later date

IDENTIFYING & SELECTING INFLUENCERS

INFLUENCER CRITERIA

What to look for when selecting influencers

Reach



This the number of people an influencer can reach via their organic audience. Reach can be found by researching the number of fans/followers/subscribers an influencer has.

Relevancy



How suitable is the influencer for the brand or campaign, are they the right type of artist or creative to help promote a particular product? Refer to the brand guidelines for more information on this.

Frequency



How active are the influencers on social media? A post every one to two weeks is a good benchmark to measure this against, be wary of people who post every day or those who go long periods (a month or more) without a post.

Authority



Does the influencer have the power to influence based on their expertise or status. A Google search is a good way of assessing their impact outside of their social channels (e.g. are they in the news).

Resonance



How much impact does the influencer drive, is their evidence that they can drive an action via their content (i.e. purchase intent)? Review the comments, are people discussing the products or tools the artist is using?

FINE ART INFLUENCER CONSIDERATION

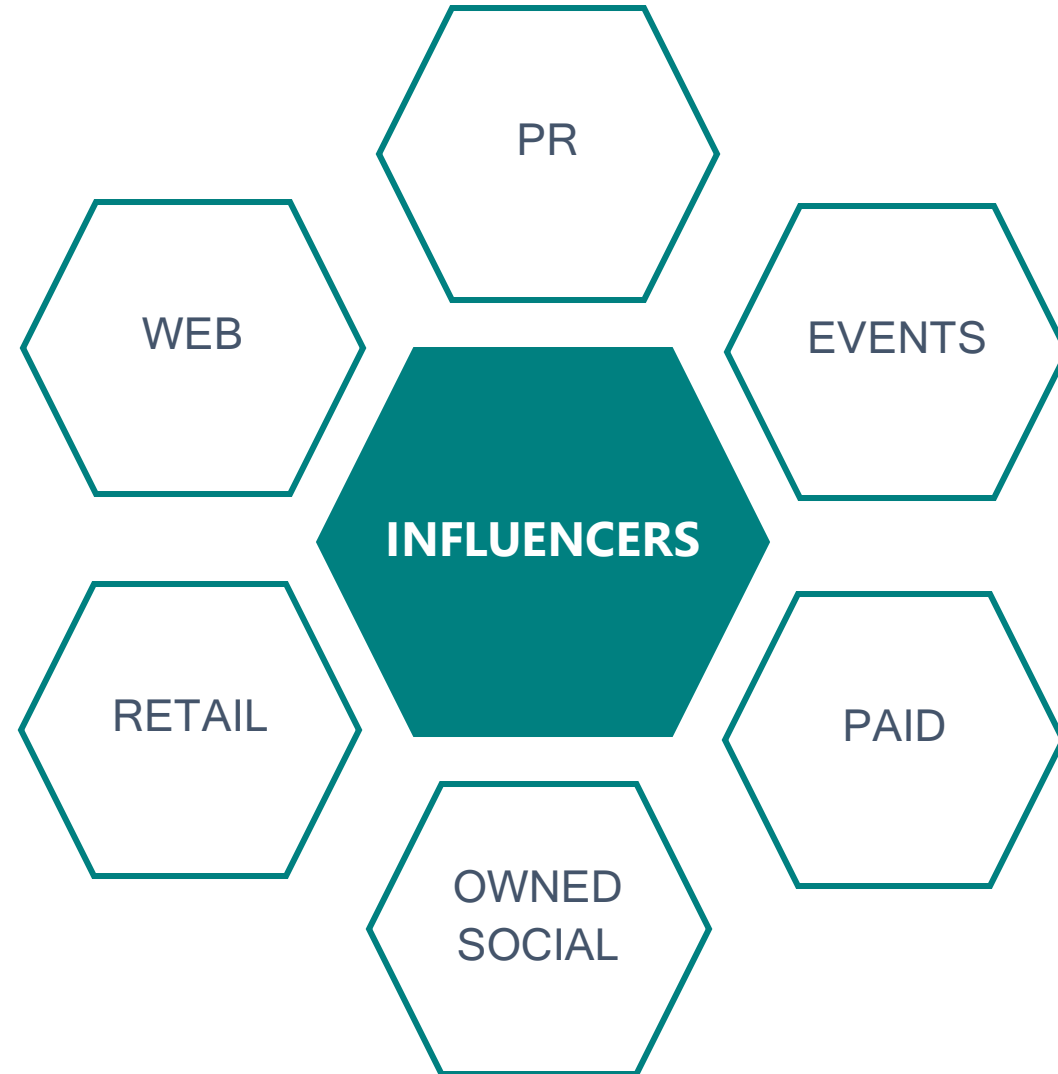
What to consider when selecting influencers

- 1. HAVE THEY WORKED WITH A COMPETITOR?** Check an influencer's social channel for evidence of previous brand partnerships. If you find evidence of a collaboration, consider how long ago the content was shared (anything over six months is probably OK) and how in-depth was the arrangement (was there a lot of content produced? was it videos or images? etc).
- 2. IS THEIR CONTENT OR PROFILE CONTROVERSIAL?** Make sure the content they've created in the past isn't offensive and wouldn't cause embarrassment to the brand or bring the brand into disrepute. Take the time to review an influencer's social account to make sure they haven't posted any offensive or derogatory comments that would reflect badly.
- 3. DO THEY CREATE THEIR OWN CONTENT (I.E. ARE THEY AUTHENTIC)?** Ensure any influencer you work with is an original artists or creator and they aren't taking credit for content they haven't created.
- 4. CONTENT NEEDS TO REFLECT BRAND ASPIRATIONAL POSITIONING** When reviewing the influencers content make sure it aligns with brand's existing aspirational position, this is especially important if we plan on repurposing the influencers content on our fine art channels. Note, this would be less relevant when sourcing leisure and craft audiences for W&N and Liquitex.

USING INFLUENCERS ON OTHER CHANNELS

Influencers don't have to work in silos, you can maximise your investment by including them in multiple parts of your marketing strategy.

How can an influencer add value to your campaign outside of producing content?


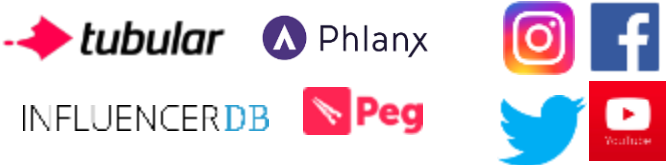



USING INFLUENCERS IN OTHER CHANNELS (EXAMPLE)

This example shows how influencer content can work in a wide variety of ways. One single piece of content can serve multiple different channels and been seen at multiple touchpoints.



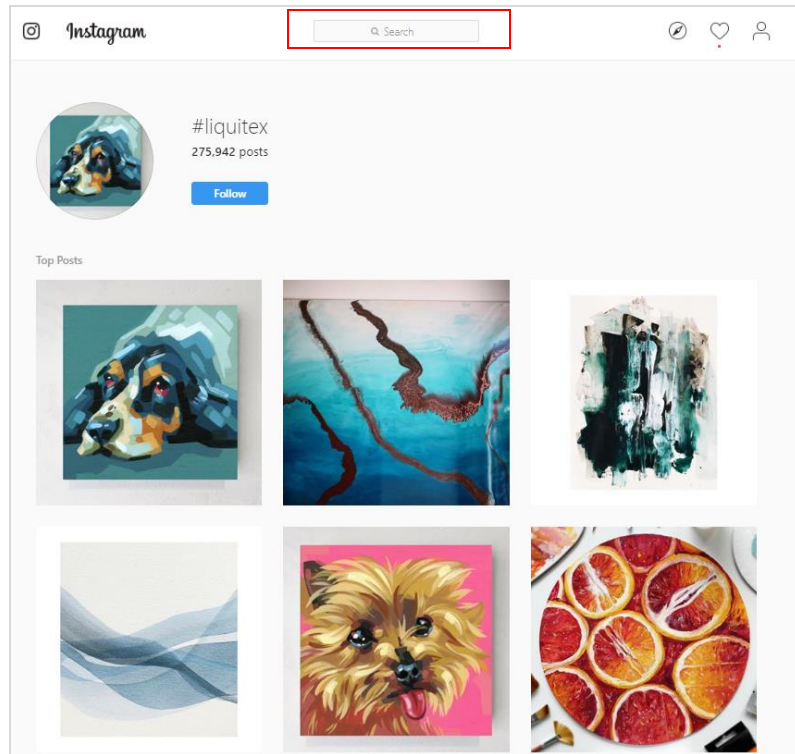
HOW TO SELECT THE RIGHT INFLUENCERS

GLOBAL AGENCY	SELF SERVICE	THIRD PARTY PLATFORMS
<p>TMW RELATIONSHIP DATABASE</p>	<p>INFLUENCER INSIGHT TOOLS & SOCIAL CHANNELS</p>	<p>INFLUENCER NETWORKS</p>
<p>TMW has access to an influencer database which lists all the talent we have previously worked with. TMW have the ability to filter by location, reach, gender, engagement rate and cost.</p>	<p>Identification tool(s) for social content creators on Instagram, Twitter, Facebook and YouTube that provides a deep level of information on the influencer's audience.</p>	<p>Long relationships and countless successful collaborations with talent agencies representing the biggest influencers in the UK and globally.</p>
		
<p>TMW are the global agency and can assist with all elements of the identification process. To use the global agency please contact Kim/Jean for more information.</p>	<p>The cost for influencer identification tools and platforms can vary, though some do offer free features. All the social platforms have a search function which can be used to discover content & creators (see next slide).</p>	<p>Influencer Networks can be a cost-effective method of sourcing micro to mid-tier influencers. Most networks will take a % fee of the influencer's total cost. Google 'Influencer Agencies' to find your local network provider.</p>

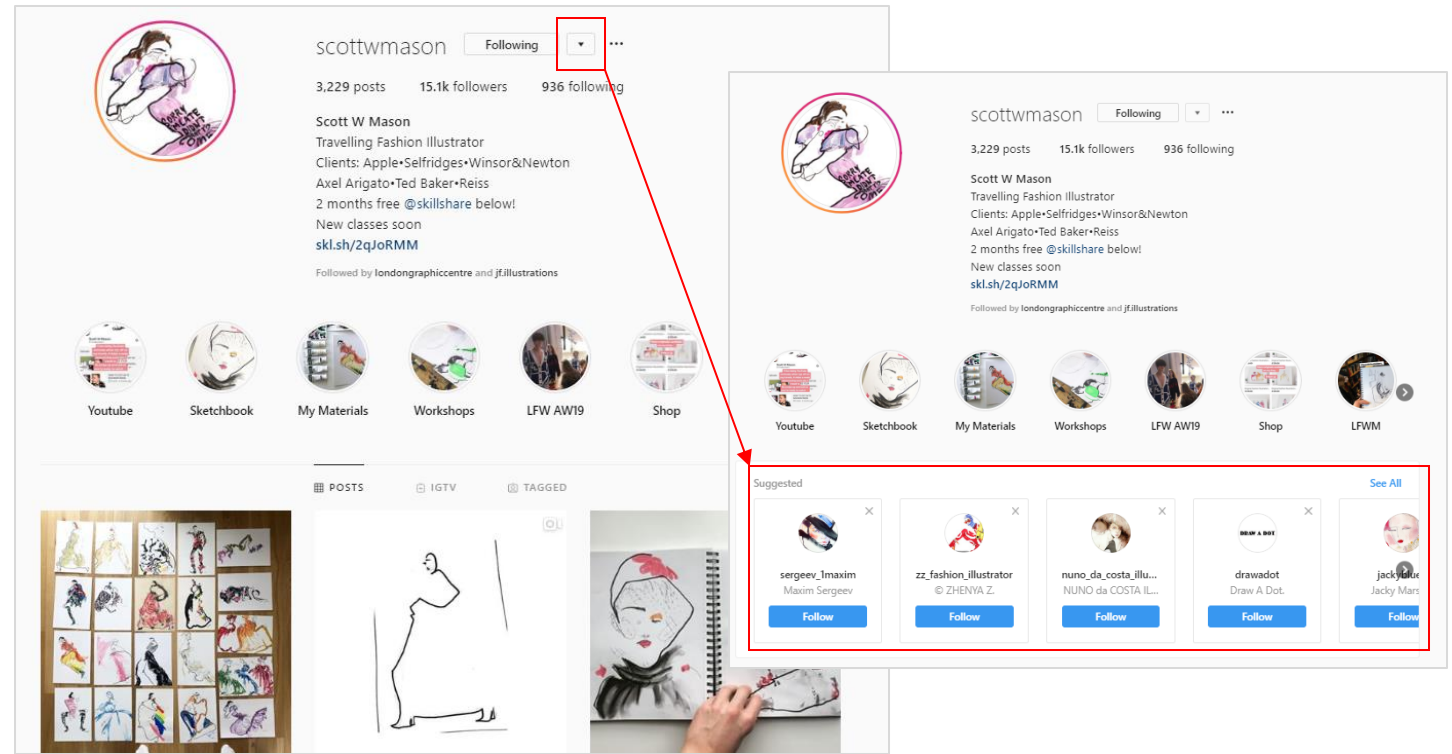
NOTE: Team US are trialling a paid influencer sourcing tool called Meltwater. Contact Sarah Clark for more Information.

MANUAL SEARCH

The most cost effective way to source influencers without help from external agencies is through manual search. It can take time but is worthwhile when you know what you're looking for.



Use the Instagram 'search' function to look up specific brand or competitor hashtags + campaign names



When you've clicked on a user who could be suitable, use the downward arrow near their name to reveal similar suggestions of other accounts that might also be of use.

HOW TO ENGAGE INFLUENCERS

What's the best way to start a dialogue?

Using DM Via Social Platforms

One of the fastest methods to get a response from an influencer is to contact them via their native platforms. For example if you notice that Instagram is their core channel, use the Direct Message function to make an introduction.

Using Personal Websites Or Blogs

If the influencer has a website or a blog, look for a 'Contact Me' page/section or check the website's footer for an email address that you can use to contact the influencer.

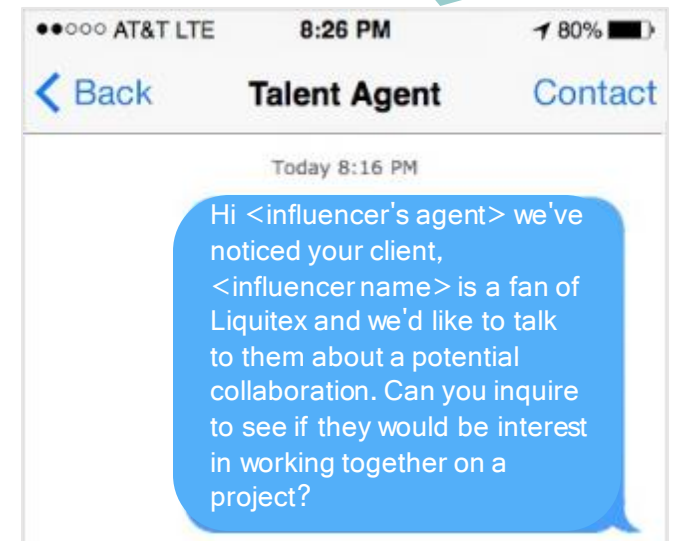
Using Talent Agents

If the influencer is well known they may have representation (i.e. a talent agency) who will be responsible for negotiating the arrangement. Talent agents will often be more expensive (due to their fees) and will push to get the best deal for their talent.



Or

Hi <influencers name>, we've noticed you're a fan of Winsor & Newton and we'd like to talk to you about a potential collaboration. Can you share your email address so we can share more information?



PAYING INFLUENCERS

What are the different ways influencers can be remunerated for their service

- 1. PRODUCT:** Fans of the brand and small influencers will sometimes work for products and won't demand a cash fee for the partnership. This is an ideal situation as it involves the least expense. (**GOOD FOR** low budget campaigns, test and learn with untried influencers)
- 2. EXPOSURE ON BRAND CHANNELS:** Small influencers or those with their own business will sometimes create work in exchange for a mention on the brands Instagram channel. (**GOOD FOR** low budgets and existing brand users who don't require product)
- 3. ONE-OFF PAYMENT:** Influencers will sometimes ask about fee for partnering with the brand, for help with benchmarking, visit this website. We advise not paying an influencer in full, but instead paying 50% on signing of the contract and the remaining 50% once the work has been completed and shared on the influencers social channels. (**GOOD FOR** testing out an influencer before committing to a longer term relationship)
- 4. PAID PARTNERSHIP:** If you want an influencer to create multiple pieces of content throughout the year, consider a long-term paid partnership. Similar to a one off paid arrangement, you won't pay the influencer in full, but instead agree on a deal where the talent creates a number of pieces of content that feature on their channels or the brands for an agreed fee. This will be more expensive compared to a one-off arrangement but most influencers will be willing to negotiate if you're working with them on multiple campaigns and creating more than one piece of content. (**GOOD FOR** relationship building and ensuring exclusivity with an influencer)

NEGOTIATING & CONTRACTING INFLUENCERS

Influencer Costs

To help understand how much you should be offering an influencer for one social media post, please refer [to this benchmarking website](#) and select your market. The prices that an influencer charges will vary depending on their popularity and the number of deliverables.

Negotiation & Communication

Be clear on how much you're willing to spend on an influencer. If they are a fan of the brand, they are more likely to do something for less. Influencers are not always very business savvy, so you may be expected to help guide them through the process (especially if they don't have much experience of brand partnerships). Make sure the Influencer agrees to share their social data so you can measure the success of influencer content on their channel (**see slide 36 >40 for more**).

Maximise the Opportunities

Don't be afraid to ask an influencer for extra content on top of what you need. For example, if you have asked for an Instagram post, suggest Instagram Stories too. Do they have a Twitter account? Suggest that they share the content across their other platforms as part of the deal. **Always ask if the influencer content can be reposted by the brand across the owned channels and if possible be featured on Paid Advertising across display and social.**

EXAMPLE INFLUENCER CONTRACT

What to consider when contracting an influencer

- *Be detailed*
- *Don't be ambiguous with the detail*
- *Make sure you include everything you want them to create*

Project:	<i>Insert sentence with project name/identifier</i>
Influencer:	<i>Name of Influencer</i>
Product:	<i>Set out details of the product</i>
Effective Date:	<i>Set out the commencement date for this Project i.e. the date this Agreement will come into force from. It can be a retrospective date if service provision has already begun.</i>
Services & Delivery Times:	<i>Set out a description of the Services and Deliverables to be supplied by Influencer for this Project and the timings for delivery. This section is important, make sure you list all the content you want the influencer to create in here and when it needs to be created.</i>
Fees & Payment Schedule:	<i>Set out the fee payable and when it is payable e.g. Consider offering 50% when the influencer signs-on and 50% on completion of the Services etc.</i>
Expenses:	<i>If the Influencer is likely to incur 3rd party costs, add details of how to claim.</i>
Territory:	<i>Insert geographical territories where Contributions will be used. Ideally insert "Worldwide". Include details of the local retail partner if applicable.</i>
Specified Media:	<i>Insert the types of media the licence rights covered.</i>
Licence Term:	<i>Insert the licence period e.g. "from date X to date Y", or "2 years from the date the Contributions are first posted online" etc.</i>
Named Competitors:	<i>Insert any competitors who the Influencer must not work with during the Term of the Agreement.</i>
Non-Compete Period:	<i>Insert time period in which the non-compete restrictions are imposed e.g. for the Term of the Agreement / 2 weeks / None etc.</i>
Additional Terms:	<i>Insert details of any other additional terms which shall apply. Ensure if you are paying them, you ask them to disclose using #ad</i>

MEASURING INFLUENCER CAMPAIGNS

CRITERIA FOR MEASURING INFLUENCER CAMPAIGNS

REACH

The number of people who see your content

To establish the reach of an influencer, add together the total number of their followers and subscribers. Reach is an important consideration when your campaign objective is awareness and getting as many eyeballs is the most important element.

IMPRESSIONS

The number of times your content is displayed or seen

While it's important for people to see your content, it needs to be seen multiple times to be memorable. Impressions are an important consideration when driving brand or product recall campaigns.

ENGAGEMENTS

The number of interactions people have with the content (i.e. likes, comments, shares, retweets, mentions, saves, video views, story drop-off).

Engagement campaigns are good for driving positive sentiment around a brand through content.

CLICKS

The number of actions people have with the content

If your objectives are sales or website visits you'll be interested in tracking the number of clicks that are generated from an influencers content.

MEASURING THE ROI OF INFLUENCER CAMPAIGNS

How do you measure against your objectives?

1. **AWARENESS:** Has there been an increase in people talking about our brands online? Have online searches for the brand/product increased? Ensure you benchmark before a campaign goes live so the results can be compared against at the end of the activity.
2. **REACH:** Has the influencer's content been shared outside of their channel via retweets, @mentions or shares?
3. **WEB VISITS:** Has there been an increase to the retail website via the influencer's content/channel? Does your web analytics show an increase in traffic via the influencer primary channels?
4. **SALES:** What has happened to the sales of the product that the influencer was promoting in their content, have they increased?
5. **ENGAGEMENT:** How has the influencer's content performed on their owned channels? Compare the performance of branded content vs. non-branded content, successful branded content will achieve the same average level of engagement as non-branded content. Did people watch all the branded Influencer Stories featuring the brand, what was the drop off rate?

MEASURABLE METRICS PER PLATFORM



INSTAGRAM

Likes, Comments
Saves
Reach & Impressions
Story Views
Video Views
Story Swipe Ups
Followers



YOUTUBE

Video Views
Likes, Comments
Audience Retention
View Through Rate
Reach & Impressions
Clicks from Video Ads
Subscribers



FACEBOOK

Video Views
Likes, Comments &
Shares
Audience Retention
View Through Rate
Reach & Impressions
Clicks from Links
Page Likes



TWITTER

Video Views
Likes, Comments,
Mentions & Retweets
View Through Rate
Reach & Impressions
Followers



BLOGS

Impressions & Reach
Shares
Clicks from Links
Time Spent on Page



VIDEO

Video Views
Audience Retention
View Through Rate
Comments

PUBLIC METRICS VS INFLUENCER/THIRD PARTY METRICS

*What can you measure and
what do you need to ask the
influencer to provide?*

- 1. PUBLIC METRICS:** When measuring an influencer campaign you'll have access to publicly available data such as Post Engagements (likes/comments), Video Views and Followers/Subscribers numbers.
- 2. INFLUENCER/THIRD PARTY METRICS:** You can ask the influencer to share more detailed insights regarding the branded content on their channel. Influencers can provide deeper engagement metrics (e.g. Instagram Stories views), details on how many people the content reached and the numbers link clicks.

Ask the influencer to provide one or more of the following to help you create your reports:

- Screenshots showing the analytics from the influencers channel
- An Excel export from the influencer channel highlighting the relevant stats

PUBLIC METRICS VS INFLUENCER/THIRD PARTY METRICS

Metrics available publicly

Metrics provided by the Influencer



INSTAGRAM

Likes, Comments
Saves

Reach & Impressions

Story Views

Video Views

Story Swipe Ups

Followers

Story Drop Offs



YOUTUBE

Video Views

Likes, Comments

Audience Retention

View Through Rate

Reach & Impressions

Clicks from Video Ads

Subscribers



FACEBOOK

Video Views

Likes, Comments &
Shares

Audience Retention

View Through Rate

Reach & Impressions

Clicks from Links

Page Likes



TWITTER

Video Views

Likes, Comments,
Mentions & Retweets

View Through Rate

Reach & Impressions

Followers



BLOGS

Impressions & Reach

Shares

Clicks from Links

Time Spent on Page



VIDEO

Video Views

Audience Retention

View Through Rate

Comments

APPENDIX

GUIDELINES FOR ARTIST COLLABORATIONS

The Artist Engagement Team manages artists that fall into this profile:

- Do they have reputable gallery representation?*
- Did they go to art school? To what level?
- Do they regularly exhibit at recognized art institutions?*
- Are they collected by major institutions?*
- Have they won any awards?
- Have they participated in residencies?



All collaborations should be carefully considered and ideally be undertaken with people which we can see building an ongoing relationship.

These are fine artists that will help build our credentials and reach thorough international projects.

**Please ask a member of the AE team if you have any questions about this.*

EXAMPLES OF ARTIST COLLABORATIONS

Ian Davenport

- *Dallas Contemporary retrospective*: sponsorship of his exhibition, social reach, filmed interview with the curator as they walk through the show which will show his work – made entirely of Liquitex.
- *In the Studio*: filmed interview in his studio with him talking about his use of our materials and showing Liquitex in his studio.
- *Currently* we support him with the ability for him to purchase large quantities of our paint and mediums.



Shara Hughes

- *Residency* in London
- *In the Studio*: filmed interview in our studio with her, talking about her work and cad free
- *Currently* we support her with materials and we have an ongoing dialogue with her about her upcoming projects so we can engage with her again when appropriate.



EXAMPLES OF ARTIST COLLABORATIONS

Allison Gildersleeve

- *Residency* in London
- *In the Studio*: we are creating an interview in her studio with her in partnership with The Editorial, talking about her work and highlighting gouache, in the lead up to her solo show at Cynthia Reeves
- *Currently* we support her with materials and we are capturing the installation of her mural in Cynthia Reeves Gallery at MassMOMCA's campus. Allison will be using range of our products to make the mural in the gallery whilst it is open to the public. This work features in the exhibition alongside work made with LQ on Arches paper and will hang on the walls of the gallery for Allison's solo show.



The Editorial

INTERVIEWS WITH VISIONARIES AROUND US

HOME INTERV

Allison Gildersleeve#80

