Panel Introduction

Stephanie Cross  
Co-Founder  
SEE IT SIDEWAYS

Shawn Pahl  
Photographer &  
Outdoor Social Media Influencer

Donjay  
Photographer,  
Musician & Social Media Professional

Diana Brandt  
Founder & CEO  
Arizona Foodie
What is an Influencer?

An influencer is a person who has the power to influence many people through social or traditional media.
AOT Influencer Program

• How AOT Works With Influencers

• Vetting Process
  – Influencer Vetting Checklist
  – Influencer Collaboration Best Practices

• AOT Influencer Campaigns

• Successes
Diana Brandt
Founder & CEO Arizona Foodie
Arizona Foodie
@azfoodie

Magazine
Arizona Foodie Magazine

Social Media
45,700 IG
34,900 FB

Website
www.arizonafoodiemag.com

Video
Restaurant Specials
Showcase Food

Events
Popup Dinners
• Posted a picture and a follower booked a stay within hours.

My wife and I were looking for a Staycation idea and I viewed these posts on Hermosa. We booked a 3 day package with the wine cellar dinner. Enjoy your posts we have tried many of the places you visit. Thank you for providing this service. We will mention you when we check in tonight!

My boyfriend and I have ventured to so many of the spots you recommend and love every post! Keep it up!!! 💖 headed to mountain shadows for a staycation for our one year anniversary this weekend! --the stuffed french toast post you had sold us!

• Arizona Foodie brings customers back into the store!

marksusan This is actually going to make me go to the Koi soon. Back when they had HH ramen 🍜 for like $8, I’d go several x per month. It’s getting put back into the rotation. Thanks!
CAMPAIGNS
SUCCESSFUL INFLUENCERS DIRECTLY IMPACT THE OPINIONS AND BEHAVIORS OF OTHERS.
47% OF ONLINE CONSUMERS (18-24) USE AD BLOCKERS, MAKING YOUR DISPLAY ADS INCREASINGLY LESS EFFECTIVE.

SOURCE: DIGIDAY, 2016
92% of people trust recommendations from individuals, even if they don’t know them, over a brand.

Source: Nielsen
THE POWER OF PEOPLE

4 OUT OF 10 MILLENNIALS TRUST THEIR FAVORITE YOUTUBE STARS OVER THEIR OWN FRIENDS.

SOURCE: GOOGLE
3 TYPES OF INFLUENCERS

MEGA
1M+, 2-5% engagement

MACRO
10K-1M, 5-25% engagement

MICRO
500-10K, 25-50% engagement
HOW TO IDENTIFY THE RIGHT INFLUENCER.

1. ALIGNMENT
2. REACH
3. ENGAGEMENT
4. CONTENT QUALITY
TIPS TO **MAXIMIZE YOUR INFLUENCER CAMPAIGN**

1. **GET A CONTRACT** (non-compete)
2. **NEGOTIATE** (photo/video usage, blog word count, qty posts, geo-tags)
3. **PARTNER UP**
4. **PREPARE YOUR TEAM**
5. **PLAY BY THE (FTC) RULES**
MEASURE YOUR SUCCESS

REVIEW ENGAGEMENT

COMMENTS

IMPRESSIONS

CLICKS TO SITE

LIKES

PROMO OFFER/ CONTEST (if applicable)
INFLUENCER MARKETING:
It’s here to stay. It needs to be in your 2018 plans.
THANK YOU

STEPHANIE@SEEITSIDEWAYS.COM
@STEPHANIEJCROSS

@newdarlings
Desert_Oasis Intro:

• Arizona-based photographer
• Hiking/camping/outdoor enthusiast
• Follower base of 61K
Brand Collaborations Include

- National Parks Foundation
- REI
- Northface
- Tomtom
- Eagle Nest Outfitters
- Jackson Pine Co.
- Budweiser
- Innovative UAS
- State Bicycle Co.
What Companies Gain by Using Influencers

- Brand exposure to a specific audience
- Companies benefit from your credibility
- Collaborations create mutual value
- Official Instagram insights
Donjay
Photographer, Musician & Social Media Professional
Donjay Introduction

• Photographer from Phoenix, AZ

• Large Instagram following, shooting photos of people and landscapes (follow along @donjay)

• Featured by Instagram, TIME, World Photography Org, + more…

• Founder and Community Manager for @instagramaz, the premier Arizona community for Instagrammers
Previous Work

- Worked with many brands and organizations to create content and help market to a worldwide audience
- Sports Teams: Suns, Diamondbacks, Vikings
- Food/Beverage companies: Dos Equis, Take5, Pepsi Recycling
- Travel/Leisure: Hilton, Hyatt Unbound Collection, Marriott Resorts…

Worked with JW Marriott Phoenix Desert Ridge Resort & Spa
Working with Influencers

• Including the fact that most influencers don’t like referring to themselves as “influencers”
• “Blogger” “Photographer” “Content Creator” are all preferable alternatives

Tips & Ideas:

1) Be open and collaborative with your campaign objectives
   • Influencers want the campaign to succeed as well
   • May have good ideas to help achieve goals

2) Take into consideration influencer costs
   • Travel expenses and shoot times
   • Equipment maintenance and insurance
   • Time to edit content – many, many hours
   • Intellectual property rights
   • Loss of credibility with fan base
Tips & Ideas (continued):

3) Have a liaison/helper available to guide and assist
   • Facilitates easier navigation of grounds
   • Keeps influencer’s mind on creating content

4) Itineraries
   • Keeps influencer engaged with a wide variety of activities
   • More chances to create unique content
   • Shows followers full spectrum of reasons why they should be excited about your brand

5) Keep communication lines open after campaign
   • Influencers know each other and can recommend others that might be a good fit for your brand
   • May have extra content they’re willing to share
   • Possibility of working together again on future campaigns
FTC Endorsement Guidelines

• **When You Must Disclose**
  – Anytime an advertiser or ad agency has paid or provided something of value in exchange for an endorsement of any type.

• **How You Must Disclose**
  – Verbal disclosure: “Company X gave me this product to try . . .”
  – Disclose using words or hashtags like #Sponsored, #Promotion, #PaidAd, #Ad or begin with “Ad:”

• **What if the influencer doesn’t disclose our relationship?**
  – There is no fine for FTC violations,
FTC Endorsement Guidelines

• What if the influencer doesn’t disclose our relationship?
  – There is no fine for FTC violations, however, legal action could be taken by law enforcement.
  – Action against the advertiser, ad agency and sometimes the endorser can be taken.
Boundless Opportunity

2017 Governor's Conference on Tourism