

**File name:** influencer\_marketing 7 (720p).mp4

**Moderator questions in Bold**, Respondents in Regular text.

**KEY: Unable to decipher** = (inaudible + timecode), **Phonetic spelling** (ph) + timecode), **Missed word** = (mw + timecode), **Talking over each other** = (talking over each other + timecode).

Declan Murtagh: Next trend we're, we're, we're going to look at today is influencer marketing, and that's, that's something that's been steadily increasing, year-on-year, and, again, in 2020-, 2022, we'll see the, the continued adoption of influencer marketing on brands and, and social media. And it's not new, as we know. It, it's been around for a while, but it's, it's, it's going to stay. And not only is there going to be a, a rise in the number of influencers on social media, but the marketing spend among business is going to also increase on influencer marketing, and, and one thing that we've seen, I suppose, over the last couple of years, is that it can-, I'm not saying it always is, but it can be cheaper than running paid ad campaigns, depending on lots of different factors, but take this example, if, if you've a £5,000 budget, and you paid five influencers £1,000 each to promote your product or endorse your product, rather than, than spending £5,000 on, on Facebook or Instagram, you know, there's no set-up costs to running those creative campaigns, because that's up to the influencer. So, there's cheaper cost on that. The influencer is, is going to monitor the, the metrics, usually, and provide you with, with statistics and, and data, based on, you know, how many people have seen it and so on. So, there's maybe less, less cost to, to monitoring the ad, as well. So, it, it can work out cheaper, and obviously if those influencers have a huge audience, as well, you can reach potentially more people.

So, it, it can work out cheaper than running paid ad campaigns, but, but more than that, as well, it can also help-, influencers can also help marketers achieve more than just maybe sales. They can help them achieve marketing goals, and not just generate leads or sales, as I said. What, what it can do-, it can help position the brand. It can help give the brand a voice, a style, a tone, a, a presence online, sort of-, people can then relate to the brand, because they can relate to the influencer. So, it can help position the, the business, rather than just focus on, on sales and, and leads. One thing we've seen, as well, over the last number of years, is that people will really trust in influencers. You know, during the pandemic, you know, people turned to influencers to follow, you know, for product inspiration, for recommendation, for endorsements, and, and that's still continuing today, you know, so there's a trust element there, where people really do trust influencers. Now, it is very important to align, you know, with influencers that make most sense for your brand. Like, you know, there's no point going for an influencer because they're famous or, you know, you have the opportunity to go with them. They really do need to fit with your brand, and, and what your brand is about and so on. So, do think carefully. You know, research, look at hashtags, explore various social media platforms to find the right influencers. You know, these may be micro and now nano-influencers, that have smaller audiences, you know, they don't have 100,000 members or, or followers. They might have 2,000 or 3,000, or even 5,000 or so, but they have really engaged audiences and their, their, their audiences really trust them. Like, we see an example here of, of Cristiano Ronaldo endorsing a shampoo-based product and, you know, reports have suggested that he was paid up to \$1.6 million for this particular post, the highest of any of the influencers out there. So,

obviously, a very lucrative business for, for him, alongside football, but we can certainly see, you know, the power of influencers.

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