SemantiWeb

RE-INVENTING
INFLUENCERS CAMPAIGNS

More targeted, more spontaneous & more authentic

INTRODUCTION

Influencers have become a major part of the marketing mix for beauty & luxury brands. In order to help identify new opportunities for your next campaigns, Semantiweb analyzed **~30k Instagram posts from more than 100 US influencers** *and the* **3M comments** *they generated.*

WHO	WHERE	WHAT	WHEN
• *A sample of more than 100 US influencers* • *Fashion and beauty experts*	• *Instagram*	• *All their posts* • *All comments for these posts (more than 10 words)*	• *July 2016-June 2017*

BEAUTY & FASHION INFLUENCERS:

A DIVERSE GROUP

DIFFERENT LEVELS OF REACH

“TOP” INFLUENCERS

@jenniferhenrynovich

more than

>145K

FOLLOWERS

“EMERGING” INFLUENCERS

@n_g_le

35K to 145K

FOLLOWERS

“MICRO” INFLUENCERS

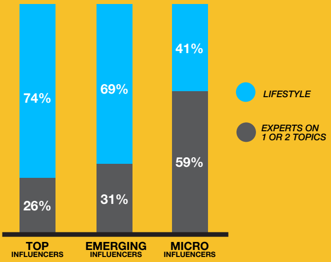
@mallory1712

<35K

FOLLOWERS

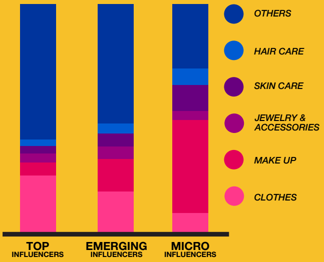
DIFFERENT EXPERTISE

PROFILE OF INFLUENCERS
(% of influencers)



DIFFERENT TOPICS

DISTRIBUTION OF POSTS PER TOPIC
(% of total posts)

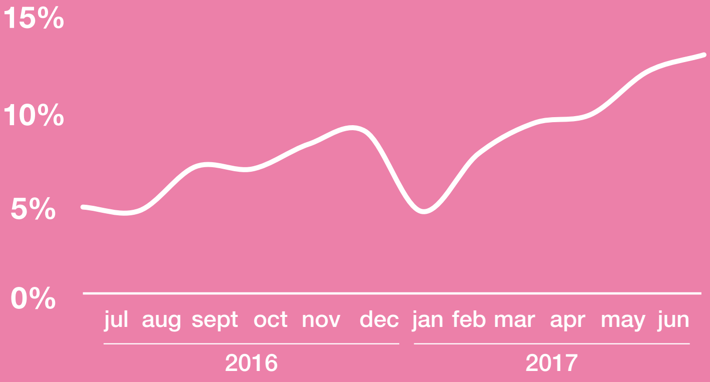


BEAUTY & LUXURY BRANDS FACE A CHALLENGE:

BE MORE
VISIBLE THAN OTHER BRANDS

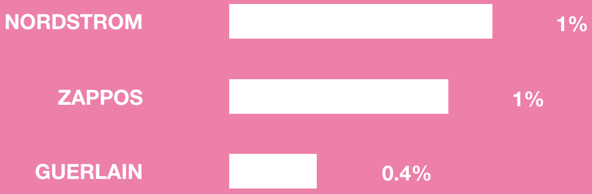
MORE AND MORE SPONSORED POSTS

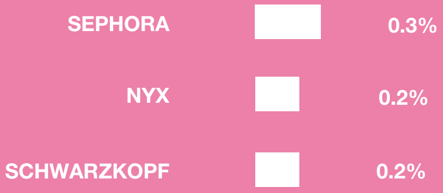
% OF SPONSORED POSTS
(% of total posts)



BRANDS HAVE A LIMITED SHARE OF VOICE

% OF TOTAL SPONSORED POSTS



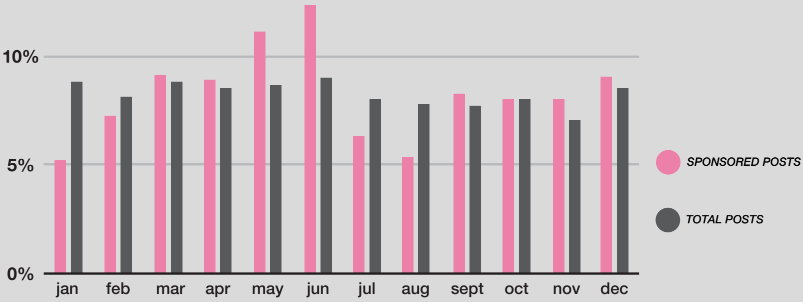


OPPORTUNITIES TO INCREASE BRAND VISIBILITY:

WINTER & SUMMER MAY BE OPPORTUNITIES TO EMERGE

MONTHLY DISTRIBUTION OF POSTS

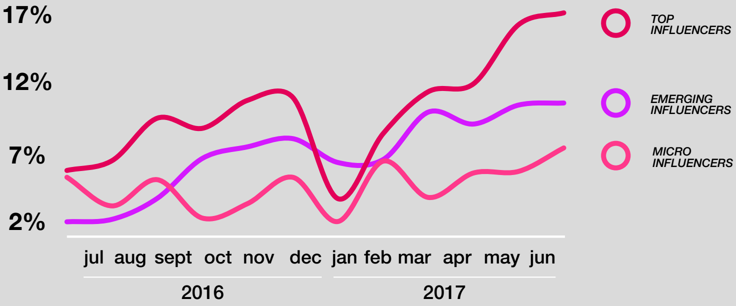
(% of posts)



MICRO INFLUENCERS: FEWER SPONSORED POSTS...

SPONSORED POSTS

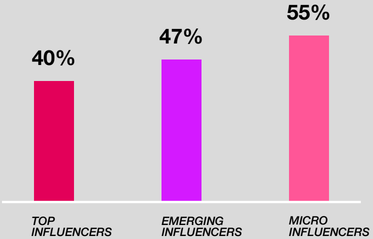
(% of total posts)



...BUT MORE GENERATED CLICKS/SALES

CALLS-TO-ACTION IN SPONSORED POSTS

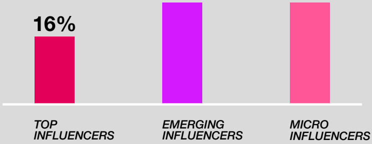
(% of sponsored posts)

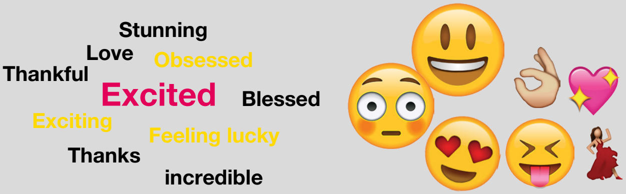


THEIR POSTS EVOKE MORE EMOTIONS…

EMOTIONS IN POSTS QUOTING A BRAND

(% of total posts)

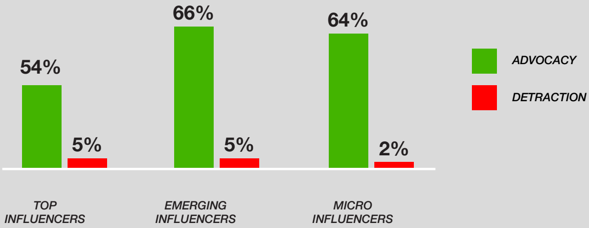


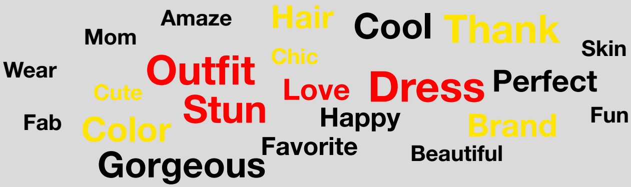


... AND INSPIRE CONSUMERS TO BECOME BRAND ADVOCATES

SENTIMENT IN THE COMMENTS OF POSTS QUOTING BRANDS

(% of posts)



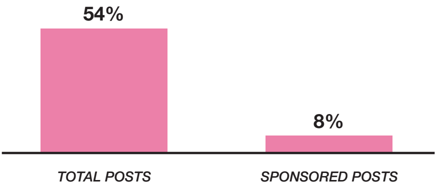


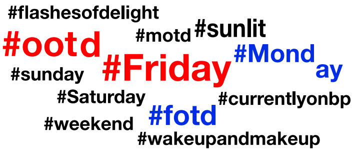
TO BUILD BRAND ADVOCACY:

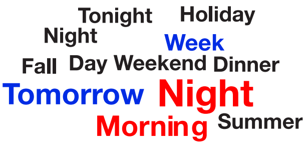
LET INFLUENCERS SPEAK ABOUT
YOUR PRODUCTS ON THEIR OWN

SPONSORED POSTS ARE VERY RARELY CONTEXTUALIZED TIME-WISE

% OF POSTS QUOTING DAYS / MOMENTS OF THE DAY

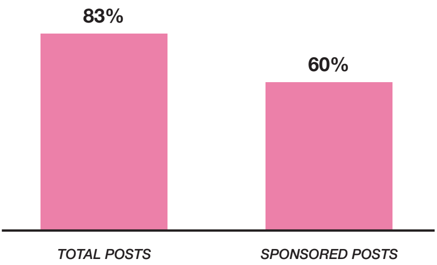


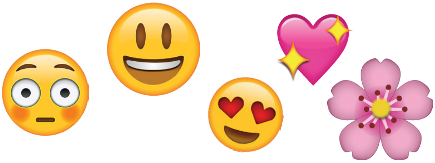




INFLUENCERS SEEM TO LIMIT THE USE OF EMOJIS IN SPONSORED POSTS AS WELL

% OF POSTS WITH EMOJIS



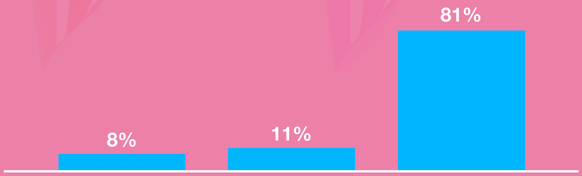


TO BUILD BRAND ADVOCACY :

ESTABLISH AN ONGOING
RELATIONSHIP WITH INFLUENCERS
TO ENCOURAGE SPONTANEOUS POSTS

MORE THAN 1 POST OUT OF 10 QUOTES A BRAND AND IS NOT SPONSORED

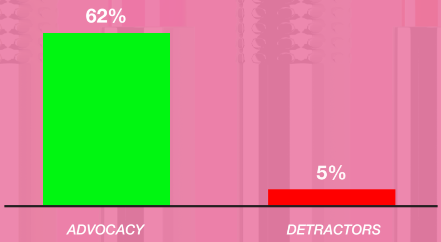
DISTRIBUTION OF POSTS
(% of total posts)



SPONSORED POSTS *UNSPONSORED POSTS QUOTING A BRAND* *OTHER POSTS*

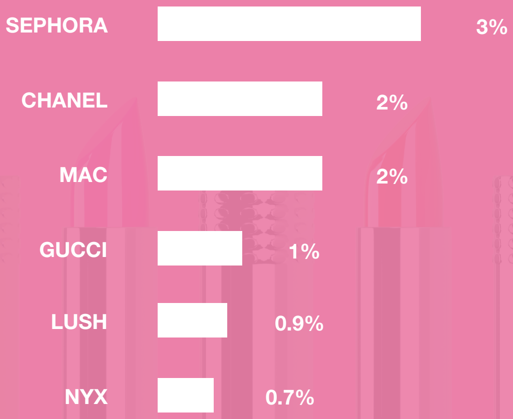
SENTIMENT OF UNSPONSORED POSTS

(% of unsponsored posts)



TOP BRANDS IN UNSPONSORED POSTS

(% of unsponsored posts)



URBAN DECAY	⬜	0.6%

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