

Influencer Marketing Executive

Italian Market



Wild

Wild Case study:

You have a £100K quarterly influencer marketing budget and need to deliver the best possible return on investment. Outline the approach you would take to deliver your influencer campaigns and achieve this target in the IT.

Things to consider:

1. Building your pipeline of influencers + outreach approach
2. Negotiations
3. Which influencers you would choose to work with
4. Content and social deliverables
5. Data

The task needs to be completed in a PPT format and sent over in a pdf by Wednesday 29th of November at 10am.

1. BUILDING YOUR PIPELINE OF INFLUENCERS + OUTREACH APPROACH

A. CAMPAIGN OBJECTIVES DEFINITION:

1. Specify specific goals such as

- Brand awareness
- Lead generation
- Product sales

2. Define key performance indicators (KPIs) clearly to measure success.

- Brand Awareness:

Increase in brand mentions on social media. Growth in brand-related searches. Expansion of the social media follower base and an increase in website visits.

- Lead generation:

Number of new leads acquired through the campaign. Conversion rate from leads to customers. Engagement with lead generation content.

- Product sales:

Revenue generated from sales driven by influencers. Conversion rate from influencer traffic. Number of products sold through the campaign.

GOALS AND OBJECTIVES OF THE CAMPAIGN (Wild Case)

1. Campaign Objectives:

Brand Awareness, Lead Generation, Product Sales

2. Key Performance Indicators (KPIs):

- Raising brand awareness (86%)
- Reaching new or targeted audiences (74%)
- Improving brand advocacy (69%)
- Increasing sales conversions (46%)

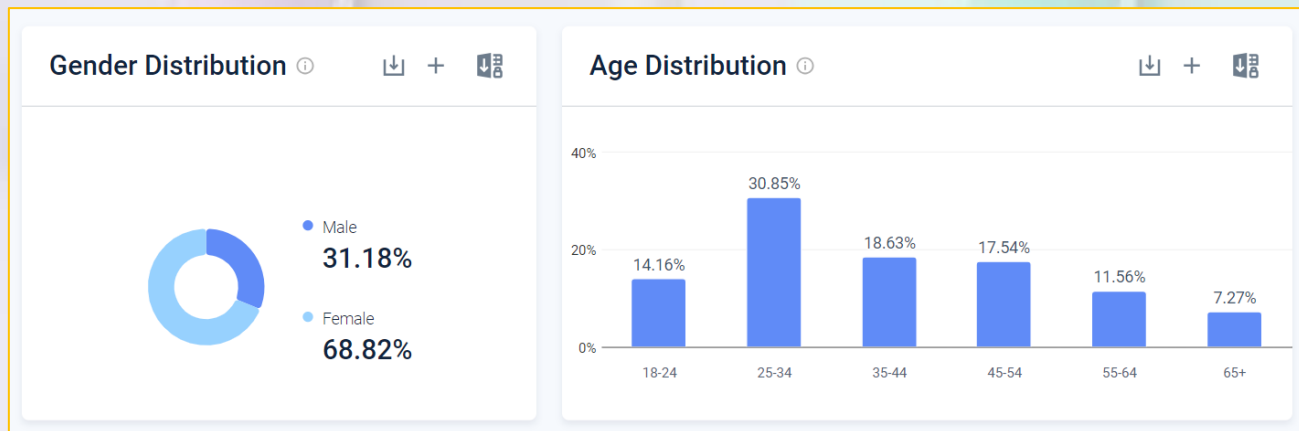
❖ Achieve a Return on Investment (ROI) based on competitor benchmarking and business objectives.

1. BUILDING YOUR PIPELINE OF INFLUENCERS + OUTREACH APPROACH

B. IDENTIFICATION OF THE TARGET AUDIENCE:

- Understand the WILD target audience in the Italian market
- Segment it based on demographics, interests, and behaviors.

- **Market Research:** Analyse the Italian demographic landscape.
- **Customer Base:** Utilize Google Analytics for current customer data.
- **Surveys and Insights:** Gather audience insights through online surveys or focus groups.
- **Competitor Analysis:** Study Italian competitors, analysing customer base and segmentation.
- **Buyer Personas:** Develop detailed buyer personas from gathered information.
- **Behavior-Based Segmentation:** Analyse online behaviour using tools like Google Analytics.
- **Continuous Monitoring:** Monitor metrics and implement updates in response to market changes.



Source: Similarweb

TARGET AUDIENCE (Wild Case):

Wild AIM: Reduce bath product waste with a sustainable aluminum deodorant, eliminating single-use plastic. Each sale plants a tree, surpassing 170.000, making us carbon-negative.

DEMOGRAPHIC SEGMENTATION:

- Female (mostly) and Male
- Aged 25-44
- Mid-range income

LIFESTYLE SEGMENTATION:

- **Environmentally Conscious:** Actively interested in reducing environmental impact
- **Nature Enthusiasts:** Prefer natural and sustainable ingredients
- **Exceptional Personal Care:** Seek high-quality products for personal care
- **Social Commitment:** Responsive to social initiatives, such as tree planting

1. BUILDING YOUR PIPELINE OF INFLUENCERS + OUTREACH APPROACH

#1: ELENA BIANCHI

- Age: 42
- Gender: Female
- Location: Milan, Italy
- Occupation: Marketing Manager
- Interests: Sustainability, nature, social media activism.
- Buying behaviour: Seeks high-quality and sustainable products, evaluates the social commitment of companies.

#2: MARCO BOSCO

- Age: 35
- Gender: Male
- Location: Rome, Italy
- Occupation: Architect
- Interests: Sustainable design, architecture, nature.
- Buying behaviour: Prefers high-quality products with thoughtful and sustainability-oriented design.

CREATION OF BUYER PERSONAS (Wild Case)

#3: SOFIA VERDE

- Age: 37
- Gender: Female
- Location: Bologna, Italy
- Occupation: Environmental Consultant
- Interests: Sustainability, art, culture, food and wine.
- Buying behavior: Seeks cutting-edge sustainable products, carefully evaluates ingredients and packaging. Willing to pay a premium for high-quality products with a positive social footprint.

#4: CHIARA MARTINI

- Age: 28
- Gender: Female
- Location: Florence, Italy
- Occupation: Yoga instructor and wellness consultant
- Interests: Physical and mental well-being, healthy lifestyle
- Buying behavior: Seeks products in harmony with well-being and the environment, reads information on health benefits and sustainable approaches.

1. BUILDING YOUR PIPELINE OF INFLUENCERS + OUTREACH APPROACH

C. RESEARCH AND IDENTIFICATION OF INFLUENCERS:

- Employ tools such as *Social Blade*, *HypeAuditor* or influencer marketing platforms to discover influencers in the Italian market.
- Focus on influencers that align with your brand and boast an engaged audience.



1. Set criteria: niche, demographics, engagement, brand fit.
2. Use *Social Blade*, *HypeAuditor* to find Italian influencers: search, analyse followers, engagement, rate, filter by niche. Explore Influencer Marketing Platforms: use *Influencity*, *Traackr*, *Klear* for targeted searches.
3. Analyse content alignment, photo and video quality, monitor engagement rate for stronger connections.

INFLUENCER LIST (Wild Case)

Nickname	Name	Link	Topic	Followers	Rate	Note
@letiziapalmisano	Letizia Palmisano	Letizia Palmisano (@letiziapalmisano) • Instagram photos and videos	Eco-blogger, Journalist, Waste Reduction Advocate, Eco-friendly, Sustainability	11.7k	5/10	
@carotilla_	Camilla Mendini	Camilla Mendini (@carotilla_) Instagram profile	Sustainable advocate and entrepreneur, Zero waste beauty	105k	8/10	She manages a blog focused on sustainability, along with various Instagram pages
@aliceful	Alice Pomiato	alice pomiato (@aliceful) • Instagram photos and videos	Promote (more) sustainable, ethical, and mindful lifestyles.	61k	8/10	
@alexbellini_alone	Alex Bellini	Alex Bellini (@alexbellini_alone) • Instagram photos and videos	Scientific Communicator – "10 Rivers, 1 Ocean" Project (Ten Rivers Most Polluted by Plastic)	73.6k	6/10	
@lisacasali_	Lisa Casali	Lisa Casali (@lisacasali_) Instagram profile	Environmental Scientist and Sustainability Coach Eco-blogger (eco-friendly cuisine, fashion, and cosmetics)	49.2k	5/10	
@tessagelizio	Tessa Gelisio	Tessa Gelisio, ambientalista, conduttrice, produttrice vino (@tessagelizio) • Instagram photos and videos	Environmental Activist, Eco Blogger	94.4k	5/10	
@teresa_agovino	Teresa Agovino	Teresa Agovino Green Corner (@teresa_agovino) • Instagram photos and videos	Sustainability	13.6k	7/10	Based in India
@sabrina_trevis_yoga	Sabrina Trevisan	Elektro Vinyasa - Yoga Milano (@sabrina_trevis_yoga) (instagram.com)	Fitness, Yoga, and Sustainability	6952	8/10	
@camilla_agazzone	Camilla Agazzone	Camilla GREENTips (@camilla_agazzone) • Instagram photos and videos	Designer, making sustainability accessible to all: taking small steps to save the world.	67.1k	8/10	
@eco_narratrice	Elisa Nicoli	Elisa Nicoli - green creator (@eco.narratrice) • Instagram photos and videos	Green Creator, Plastic Reduction, Planet Respect	167k	7/10	NOT AVAILABLE

7. Source: No access to paid influencer platforms, I conducted thorough online research.

1. BUILDING YOUR PIPELINE OF INFLUENCERS + OUTREACH APPROACH

AUTHENTIC COMMUNICATION:

- Use influencers' preferred channels.
- Offer product samples for a hands-on experience.

CLEAR VALUE PROPOSITIONS:

- Clearly communicate compensation, products, or exclusives.

PERSUASIVE FOLLOW-UP:

- Send a compelling follow-up addressing any concerns.

CONTINUOUS MONITORING:

- Track influencer performance and seek feedback.

PERSONALISED MESSAGING:

- Craft tailored messages for each influencer.
- Use their name and reference specific content.

TRANSPARENCY ON OBJECTIVES:

- Be transparent about campaign goals and expectations.

RESPECT FOR INDEPENDENCE:

- Respect influencers' time and creative freedom.

MUTUAL BENEFITS:

- Highlight advantages for both parties.
- Showcase growth, visibility, and audience engagement.

PRODUCT DEMONSTRATION:

- Offer the opportunity to send product samples or demonstrations

LONG-TERM RELATIONSHIP:

- Consider building a lasting collaboration



1. BUILDING YOUR PIPELINE OF INFLUENCERS + OUTREACH APPROACH (Wild Case)

EMAILS (e.g.)

GENERAL COLLABORATION REQUEST:

Oggetto: Opportunità di Collaborazione con [Brand]

Ciao [Nome Influencer],

Sono [Nome], e lavoro come [Occupazione] presso [Brand]. Seguo con interesse il tuo contenuto da un po' di tempo e devo ammettere che è davvero ben fatto e perfettamente in linea con l'essenza del nostro brand [motivo]. Il tuo recente post, [titolo o descrizione del post - link], è stato realizzato con grande maestria [motivo]. L'ho condiviso anche con i nostri follower sui social media, e lo hanno apprezzato molto.

Ti contatto perché mi piacerebbe discutere la possibilità di una collaborazione con Wild per coinvolgere il tuo pubblico. Siamo entusiasti all'idea di inviarti i nostri prodotti e siamo aperti anche ad altre forme di collaborazione. Ritieni che questa proposta possa interessarti? Nel caso affermativo, sarei felice di avviare la collaborazione, portando valore sia alla tua audience che ai nostri follower. Resto a disposizione per ulteriori dettagli e domande.

A presto!

Cordiali saluti,

[Firma]



1st FOLLOW-UP:

Oggetto: Continuiamo la conversazione sulla Collaborazione?

Ciao [Nome Influencer],

Capisco che la tua agenda sia frenetica, ma volevo darti un rapido promemoria riguardo alla nostra proposta di collaborazione. Saremmo entusiasti di sentire la tua opinione. Se hai qualche domanda o suggerimento, siamo qui per te. Attendo la tua risposta.

A presto,

[Firma]

SHORT AND STRAIGHT FORWARD EMAILS:

Ciao[Nome Influencer],

Sono [Nome], e faccio parte del team di [Brand]. Recentemente ho avuto il piacere di scoprire il tuo contenuto, che mi ha colpito per la sua straordinaria qualità e creatività. Trovo che tu possa rappresentare perfettamente lo spirito di [Brand], in termini di estetica, tonalità e valori. Crediamo che una collaborazione con te possa apportare un valore significativo.

Tuttavia, desideriamo assicurarci che i nostri prodotti possano offrirti valore, pertanto vorremmo inviarti alcuni campioni per permetterti di provarli. Se la proposta ti interessa, saremmo più che felici di ricevere un tuo breve messaggio. Non vediamo l'ora di discutere questa possibilità con te.

Cordiali saluti,

[Firma]

2nd FOLLOW-UP:

Oggetto: Ulteriore Considerazione sulla Collaborazione

Ciao [Nome Influencer]!

Sono [Nome] da [Brand]. Avevo inviato un'email la scorsa settimana riguardo a un interessante progetto che potrebbe risultare vantaggioso per entrambi. Dato il tuo coinvolgimento in progetti come [progetto che hai apprezzato], credo che la nostra collaborazione possa essere proficua e stimolante.

Mi piacerebbe sapere la tua opinione al riguardo. Non vediamo l'ora di sentirti.

Grazie mille,

[Firma]

1. BUILDING YOUR PIPELINE OF INFLUENCERS + OUTREACH APPROACH (Wild Case)

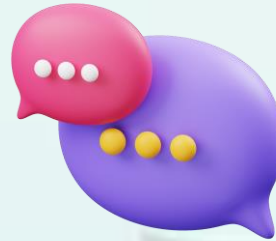
MESSAGES/COMMENTS (e.g.)

DM OR COMMENTS:

Ciao [Nome Influencer], abbiamo lanciato un prodotto che potrebbe catturare l'interesse del tuo pubblico. Ti piacerebbe collaborare con noi per questo progetto?

Ciao [Nome Influencer]
il tuo stile è davvero unico e perfettamente in sintonia con il nostro brand. Sono sicuro che i tuoi follower adoreranno il nostro nuovo prodotto appena lanciato. Saresti disponibile a una collaborazione?

Ciao [Nome Influencer]
Abbiamo appena lanciato un prodotto che si integra perfettamente alla tua filosofia di valori e stile. Che ne dici di un'entusiasmante collaborazione?



MESSAGE TO NANO INFLUENCER:

Ciao [Nome Influencer],
Sono [Nome] e faccio parte del team [Brand]. Volevo dirti che adoriamo il tuo [contenuto rilevante]. Il tuo lavoro è davvero straordinario e in linea con il nostro brand!
Abbiamo un prodotto che riteniamo possa essere il perfetto match per il tuo pubblico. Mi piacerebbe inviarti [nome del prodotto] per farti provare, e se ti entusiasma, sarebbe fantastico se lo condividessi con i tuoi followers.
Fammi sapere cosa ne pensi!
Grazie per il tuo tempo!

2. NEGOTIATIONS

Budget Breakdown:

- Allocate a portion of the campaign budget to influencers.
- Be open to negotiation but ensure fair compensation.

Contractual Terms:

- Clearly define deliverables, timelines, and exclusivity clauses.
- Specify how performance will be measured and rewarded.
- Legal approval through contract.

I compensi degli influencer in Italia nel 2023

	Facebook	Instagram	TikTok	YouTube
Nano influencer	10K - 50K FOLLOWER 0,2% ENGAGEMENT € 0 - 100	5K - 10K FOLLOWER 5% ENGAGEMENT € 100 - 300 / POST € 50 - 100 / STORY	5K - 10K FOLLOWER 3% ENGAGEMENT € 50 - 250	3K - 10K FOLLOWER 6% ENGAGEMENT € 500 - 1.500
Micro influencer	50K - 100K FOLLOWER 0,2% ENGAGEMENT € 100 - 400	10K - 50K FOLLOWER 4,5% ENGAGEMENT € 300 - 850 / POST € 100 - 250 / STORY	10K - 50K FOLLOWER 5% ENGAGEMENT € 250 - 650	10K - 50K FOLLOWER 5% ENGAGEMENT € 1.500 - 5.000
Mid-tier influencer	100K - 300K FOLLOWER 0,3% ENGAGEMENT € 400 - 750	50K - 300K FOLLOWER 4% ENGAGEMENT € 850 - 4.000 / POST € 250 - 1.500 / STORY	50K - 300K FOLLOWER 10% ENGAGEMENT € 650 - 3.000	50K - 100K FOLLOWER 4% ENGAGEMENT € 5.000 - 10.000
Macro influencer	300K - 1M FOLLOWER 0,4% ENGAGEMENT € 750 - 1.500	300K - 1M FOLLOWER 3,5% ENGAGEMENT € 4.000 - 8.000 / POST € 1.500 - 3.000 / STORY	300K - 1M FOLLOWER 8% ENGAGEMENT € 3.500 - 7.000	100K - 500K FOLLOWER 3,5% ENGAGEMENT € 10.000 - 20.000
Mega influencer	1M - 3M FOLLOWER 0,5% ENGAGEMENT € 1.500 - 2.500	1M - 5M FOLLOWER 2% ENGAGEMENT € 8.000 - 20.000 / POST € 3.000 - 7.500 / STORY	1M - 5M FOLLOWER 5% ENGAGEMENT € 7.000 - 18.000	500K - 1M FOLLOWER 3% ENGAGEMENT € 20.000 - 35.000
Celebrity	OLTRE 3M FOLLOWER 0,7% ENGAGEMENT € 2.500 - 5.000	OLTRE 5M FOLLOWER 1,8% ENGAGEMENT € 20.000 - 75.000 / POST € 7.500 - 30.000 / STORY	OLTRE 5M FOLLOWER 3% ENGAGEMENT € 18.000 - 75.000	OLTRE 1M FOLLOWER 2,5% ENGAGEMENT € 35.000 - 80.000

2. NEGOTIATIONS (Wild Case)

Budget Breakdown: £100,000 (1Q) 3 months:

Shipping and Product Handling:

Allocate 7.5% (£7.500) for managing and shipping influencer products.

License and Copyright:

Set aside 10% (£10.000) for licenses and copyrights based on content type.

Paid Advertising:

Budget 25% (£25.000) for advertising on selected platforms (Boosting/MetaAds).

Contingency:

Allocate 12% (£12.000) for unforeseen expenses.

Total Estimated Costs: £54.500

Influencer Fees: £45.500 (£100.000 - £54.500)



3. WHICH INFLUENCERS YOU WOULD CHOOSE TO WORK WITH (Wild Case)

Name	Size	Followers	FB	IG	Stories	TikTok	Tot	Total 1Q (x3 months)
Camilla Mendini	MID-TIER	105k	€400	€1500	€450	€1000	€3350	€10050
Tessa Gelisio	MID-TIER/ MICRO	94.4k	€350	€1000	€350	€800	€2500	€7500
Alex Bellini	MICRO	73.6k	€350	€900	€300	€700	€2250	€6750
Camilla Agazzone	MICRO	67.1k	€150	€870	€270	€670	€1960	€5880
Lisa Casali	MICRO	61k	€110	€860	€260	€660	€1890	€5670
Alice Pomiatto	MICRO	49.2k	€90	€850	€250	€650	€1840	€5520
Letizia Palmisano	NANO/ MICRO	11.7k	€20	€300	€100	€20	€440	€1320
Sabrina Trevisan	NANO	6952	Tester	Tester	Tester	Tester	Tester	Tester
							Total=	€42490

BUDGET BREAKDOWN:

Description	Cost
Influencer Fee	£40k
Shipping Products	£7.5k
License/Copyright	£10k
Paid Advertising	£25k
Contingency	£12k
Total campaign 1Q	£94.500
Surplus	£5.500

Reserve for Negotiations or Additional Services, Including Blog Articles, Reviews, Lives, Reels, etc..

Influencer Fees Budget: £45.500 - €42.490 → (approx. £40,000) = £5.500

2. NEGOTIATIONS (Wild Case)

CONTRACTUAL TERMS:

1. Deliverables and Timelines:

- Clearly specify the expected outcomes (deliverables) from the collaboration. What is anticipated from the influencer in terms of content, promotion, or other contributions:
Example: 1 engagement per week (1 post, 2 stories, 1 TikTok) X 3 months
- Previously agreed-upon arrangements with the influencer (creation of blogs/reviews, etc.)
- Contents to be promoted (slogans/messages): *emphasize natural ingredients, sustainability, quality, etc.*

2. Exclusivity Clauses:

Example: Prohibit collaborations with competitors during the contract period.

3. Performance Measurement:

Example: Define metrics to assess the effectiveness of the influencer (customizing codes/UTM performance).

4. Performance Incentives:

- Incorporate incentives tied to outstanding performance (*extra percentage of earnings for every specified number of purchases per month*).

5. Legal Approval:

Engage legal counsel to ensure the validity and legal compliance of the contract.



4. CONTENT AND SOCIAL DELIVERABLES (Wild Case)

INFLUENCER CONTENT COLLABORATION: Craft authentic content that mirrors the brand's message. Encourage an authentic approach for both genuineness and credibility.

DIVERSIFICATION OF CONTENT: Employ various content formats (photos, videos, stories) for diversified engagement. Encourage influencers to present the product in different contexts (such as reviews and blog posts).

HASHTAG CAMPAIGN: Create a distinctive and easily memorable hashtag. Actively promote the hashtag across all influencer posts.

Example= (EN) #WILDSUSTAINABLECARE / (IT) #WILDCURASOSTENIBILE

CUSTOM DISCOUNT CODES: Assign personalised discount codes to influencers. Monitor the impact of promotions and evaluate the effectiveness of partnerships.

Example= LISAWILD15 (InfluencernameBrand15).



4. CONTENT AND SOCIAL DELIVERABLES (Wild Case)



SOCIAL MEDIA CONTENT AND ENGAGEMENT

INFLUENCER CONTENT COLLABORATION (e.g.) :

Influencer Eco-Consapevole:

- "Siamo sulla stessa lunghezza d'onda: cura personale senza compromessi, sostenibilità senza sacrifici. Unisciti a me e a Wild Cosmetics nella nostra missione per un futuro più verde. #WildCare #Sostenibilità"

Influencer Natura Amante:

- "Per tutti gli amanti della natura là fuori, ecco un modo per portare un po' di wilderness nella tua routine di cura personale. Wild Cosmetics - per chi ama prendersi cura di sé e rispetta la natura. 🌿 #WildCosmetics #NaturalmenteCurati"

Influencer Cura Personale Eccellente:

- "La cura personale non deve mai essere a discapito del nostro pianeta. Con Wild Cosmetics, non solo stai prendendoti cura di te stesso, ma anche del mondo intorno a te. La qualità incontra la sostenibilità. ✨ #WildCare #CuraPersonale"

Influencer Impegno Sociale:

- "Ogni acquisto conta. Con Wild Cosmetics, non solo stai investendo nella tua cura personale, ma stai anche piantando alberi e riducendo i rifiuti. Unisciti a noi per un impatto positivo! 🌍❤️ #WildImpact #CuraPersonaleConScopo"

SLOGAN (e.g.) :

"Wild Cosmetics: Bellezza sostenibile, cura personale duratura."

"Cura personale con uno scopo: Wild, il deodorante eco-friendly."

"Rinfresca il tuo stile, rigenera il pianeta con Wild Cosmetics."

"Natura sulla pelle, sostenibilità nel cuore: Wild, la scelta verde."

5. DATA

a. Monitoring Performance Metrics:

Monitor Key Performance Indicators (KPIs) such as engagement rates, click-through rates, and conversions. Use UTM parameters to track web traffic from influencer posts.

b. Analysing Influencer Performance:

Identify high-performing influencers and consider establishing long-term partnerships. Utilize data to refine the strategy for future campaigns.

c. Iterating and Optimising:

Continuously analyze data to optimize your approach. Experiment with different influencer collaborations and content types based on performance insights.



By following this guide, we will be able to plan and implement a successful influencer marketing campaign in the Italian market, maximising the performance of our budget and achieving set objectives.



Thank you!

Federica Rabbaglietti

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