

## Independent Study: Influencer Campaign Marketing Fall 2019

### Learning Objectives

- ▶ Understanding the state of influencer marketing in strategic communications
- ▶ Evaluating the current landscape of influencers tools, partnerships, and
- ▶ Determining the legal, ethical, and cultural consideration for diversity and inclusion in influencer marketing campaign practices
- ▶ Applying insights and research into applicable strategies in influencer marketing

### Books

- KNOWN by Mark Schaefer
- Invisible Influence by Jonah Berger
- Tribes by Seth Godin

### Readings

*\*Make sure to review and follow the work by Taylor Lorenz, Kerry Flynn, and set up article alerts for new influencer + influencer marketing in your news results as new trends, case studies, and insights will come up during the course of the term.*

### Differences in Types of Influencers

- ▶ The Real Difference Between Creators and Influencers - The Atlantic <http://ow.ly/BllJ30p6hL3>
- ▶ The Rise of the Influencer Economy | Zoomph <http://ow.ly/5y7X30p6hTB>
- ▶ Social Media Influencers: Mega, Macro, Micro or Nano <http://ow.ly/elp130p6icJ>
- ▶ How much money could you make on YouTube, Instagram as an influencer? <http://ow.ly/7zJc30p6hMp>
- ▶ Influencer Marketing in 2019: How to Work With Social Media Influencers <http://ow.ly/Qfll30p6hMH>
- ▶ Why does Gen Z love nano-influencers? Because they're \*not\* famous. <http://ow.ly/3kHX30p6icu>

### Payment and Identification

- ▶ The Complete Guide to Instagram Influencer Rates in 2019 <http://ow.ly/rcxg30p6hOa>
- ▶ Survey reveals how much influencers earn as industry pushes for more standards – Econsultancy <http://ow.ly/IODi30p6iyi>
- ▶ How to find the best Instagram influencers to promote your brand - Talkwalker <http://ow.ly/RCgB30p6hPO>
- ▶ The 7 Deadly Wins of Influencer Marketing - Talkwalker <http://ow.ly/iegK30p6hR6>
- ▶ What You Should Look for in an Influencer: 5 Key Characteristics <http://ow.ly/iRDL30p6icV>
- ▶ Instagram influencers | Federal Trade Commission <http://ow.ly/637530p6ihJ>
- ▶ FTC Staff Reminds Influencers and Brands to Clearly Disclose Relationship | Federal Trade Commission <http://ow.ly/OY7030p6iiE>
- ▶ How to Find Social Media Influencers | Sprout Social <http://ow.ly/lw7m30p6ihG>
- ▶ Instagram vs YouTube: Which Platform is Best for Your Influencer Marketing Campaign <http://ow.ly/feIQ30p6iwN>
- ▶ [http://ow.ly/feIQ30p6iwN](#)

### Diversity in Influencer Marketing

- ▶ Diversity Style Guide <http://ow.ly/GxMi30p6isD>
- ▶ Diversity In Influencer Marketing: Why Representation Matters <http://ow.ly/8wD030p6hSg>
- ▶ 6 Tips for Multicultural Influencer Marketing That Doesn't Miss the Mark <http://ow.ly/NFKJ30p6hTk>
- ▶ Cannes: What I Learned About Purpose From Unilever And P&G <http://ow.ly/LgFq30p6i3j>
- ▶ Cannes Lions Festival Now: The Power Trifecta Of Influencers, Culture And Brands <http://ow.ly/ChBV30p6i2U>
- ▶ These Influencers Aren't Flesh and Blood, Yet Millions Follow Them <http://ow.ly/CNE630p6imz>

- ▶ Virtual influencers are gaining millions of followers on social media <http://ow.ly/ZhWV30p6in>

### Case studies

- ▶ Marissa Fuchs's Proposal Was Pitched to Brands - The Atlantic <http://ow.ly/PzjX30p6hLX>
- ▶ How Tea Accounts Fuel the James Charles YouTube Feud - The Atlantic <http://ow.ly/2z0930p6hXo>
- ▶ [Mavck case studies](#)
- ▶ How Adidas is using smaller-scale influencers <http://ow.ly/Gbls30p6iiC>
- ▶ Ahead of 'shop' button for publishers, Snapchat launches in-app stores for Snap influencers <http://ow.ly/3gXj30p6ik6>
- ▶ 'Believe in the brand': Kellogg's is now using influencers like creative agencies - <http://ow.ly/dJjz30p6ikt>
- ▶ Why General Mills is spending more of its digital budget on influencers <http://ow.ly/iA0930p6ikP>
- ▶ Sephora Takes Crowdsourced Approach To Influencer Marketing With New Beauty 'Squad' <http://ow.ly/NcjM30p6isy>
- ▶ 'Influencers pay double': The ice cream truck defying Instagram freebies - BBC News <http://ow.ly/r3se30p6ixL>
- ▶ The Fyre Festival Does Not Represent Influencer Marketing <http://ow.ly/647s30p6iVW>
- ▶ Adobe Insiders <http://ow.ly/Tz7130p6j2n>

### White Papers

- ▶ [Klear](#)
- ▶ [Talkwalker](#)
- ▶ [Influencer Marketing Hub](#)
- ▶ Traackr | Influencer Marketing Resources <http://ow.ly/RP1730p6izX>

### Videos

- Why Are Brands Choosing To Work With Influencers? | The Business of Influence | Forbes <http://ow.ly/JWoj30hrvc6>
- Top Influencers: Lilly Singh and Her YouTube Empire <http://ow.ly/YCyp30hrveS>
- Power of Platform and Influence (Panel): <http://ow.ly/r3AZ30hrvjL>
- Influencer Marketing Panel at Sysomos <http://ow.ly/zTOC30p6ibG>
- How to Use Influencer Marketing Effectively - #AskGaryVee Answers - YouTube <http://ow.ly/BiMx30p6ifR>
- How Influencers Have Transformed Modern Marketing | Rachel David | TEDxVancouver - YouTube <http://ow.ly/9bwp30p6iuK>
- Jon Levy: What makes us influential? | TED Talk <http://ow.ly/ID0i30p6ivc>
- Leo Morejon - "Influence Matters..." <http://ow.ly/zSVI30p6iUx>
- Microinfluencers | Sysomos <http://ow.ly/2Qz030p6j0c>
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### Documentaries

- ▶ Fyre Festival (Hulu)
- ▶ [Fyre Festival](#) (Netflix)
- ▶ [The American Meme](#) (Netflix)
- ▶ Influencer (2019)
- ▶ [Social Animals](#) (2018)

### Assignments (will discuss in more detail)

- ▶ Midterm Report: State of Influencer Marketing + Initial Influencer Audit for Client
- ▶ Workshop on Influencer Marketing to #FrebergPR
- ▶ Final Project: Influencer Marketing Campaign Proposal
  - Analysis of Influencers + Tools
  - Competitive Analysis
  - Ethical and Legal Guideline Statement

- Creation of a Diversity and Inclusion Statement for Influencer Marketing
- Influencer Strategies and Creative Executions
- Best Practices and Recommendations