

# On the Map - Ashford & Tenterden's Visitor Economy Programme

Working with Influencers



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# Overview

Welcome & Introductions

Presentation

Case Study

Q&A

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Close



# Welcome

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# What is Influencer Marketing?

Influencer Marketing is a form of **word-of-mouth marketing** where brands hire social media creators **with influence in specific areas** to talk to their own audiences about the various **benefits of a brand or product**.

That's because these creators are the people others **follow, look up to, and keep up with** for **advice and inspiration** – whether the topic is travel, tourism, fashion, beauty, finance, tech, gardening, or even more niche interests.



# What are the **benefits** of working with influencers?

## **It is more PERSONAL**

The personal touch increases sales and is the driving force behind the effectiveness of influencer campaigns

## **It's extremely TARGETED**

Influencer marketing allows brands to get in front of niched-down segments of their target audience by borrowing the goodwill of the people those audience segments already like, trust, and admire.

## **Content Creators are already EXPERTS**

Brands that work with influencers are gaining allies who already know how to present ideas, concepts, and visuals to their audience that can get them to respond.

## **It is more AFFORDABLE**

It's an all-in-one solution - not only the content creation but also the targeted content distribution.

## **It works FAST**

It works quickly by boosting awareness across multiple channels and driving traffic back to websites and other platforms

## **Real Time allows for TRACKING and TESTING**

Influencer Marketing can be rolled out in stages and monitored and tweaked according to results allowing messaging to be tested

Which **social platforms** should we be focussing on for influencer campaigns?

(& of course we should also be taking our target audiences into consideration and their own usage and engagement)



- Building Communities
- Brand Awareness



- Establishing Authority
- Lead Generation
- B2B Website Traffic



- Product Launches
- Getting UGC
- Engagement



- Getting clicks
- Getting content shared
- Relationships



- Sparking Trends
- Brand Lift



- Gaining Followers
- Explainers/ Demos
- Increasing SEO

# What are the different types and tiers of influencers?

## MEGA/CELEBRITY

1M+ Followers

Examples: @rashidajones, Jackie Aina, @dameliofamilyofficial

- Well-known influencers and celebs who have talent managers, and their fees are exponentially higher than other tiers.
- Their average ERs are lower than other tiers, but they have greater overall reach.
- With megas, you aren't just paying for their content, you're paying to be associated with them.

## MACRO

300K - 1M Followers

Examples: @noelledowning, Jaime Page, @emilyroseshannon

- There is no industry standard for classifying macros, but the average range is from 300K - 1M followers.
- Macros are experienced influencers who know what they're worth and charge accordingly.
- Some may work as an influencer full-time and have a manager representing them.

## MID-TIER

50K - 300K Followers

Examples: @kelvindavis, Style at a Certain Age, @afashionnerd

- Not quite micros, not quite macros, these influencers expect more than just free product in exchange for posts.
- Their ER% is higher than a typical macro or mega.
- They're probably not a full-time influencer (yet).

## MICRO

5k - 50k Followers

Examples: @twooutsiders, @kayandcrew, @powerfitnessmom

- The majority of influencers are in this tier. Micros' experience, content quality, and content themes vary widely.
- Some are seasoned veterans and expect to be paid as such, while others are less pricey to work with based on their size.
- Micros get higher engagement rates than macros and megas.

There is real value in these guys!



## Nano Influencers

1k - 5k followers

Examples:  
@lilmissjstyle,  
@andra.williams

- Typical nanos have between 1K-5K followers.
- To be a nano influencer, there has to be evidence of "intent to influence."
- Nanos have high ERs and devoted followers, most of whom they know in real life, which makes them sought-after by brands and marketers.
- Their connection to, trust with, and influence over their audience is also what makes them great choices for brand ambassadors.

# Who should we choose to work with?

The beauty of influencer campaigns is that they can be truly personal and truly targeted.

You could consider any of the following criteria...

## **PERSONAL**

Age  
Gender  
Marital Status  
Family Size  
Lifestyle  
Hobbies  
Passions  
Location

## **EFFECTIVENESS**

Comments  
Hashtags  
Audience Size  
Follower Count  
Sentiment  
Authority & Influence  
Keywords  
Storytelling

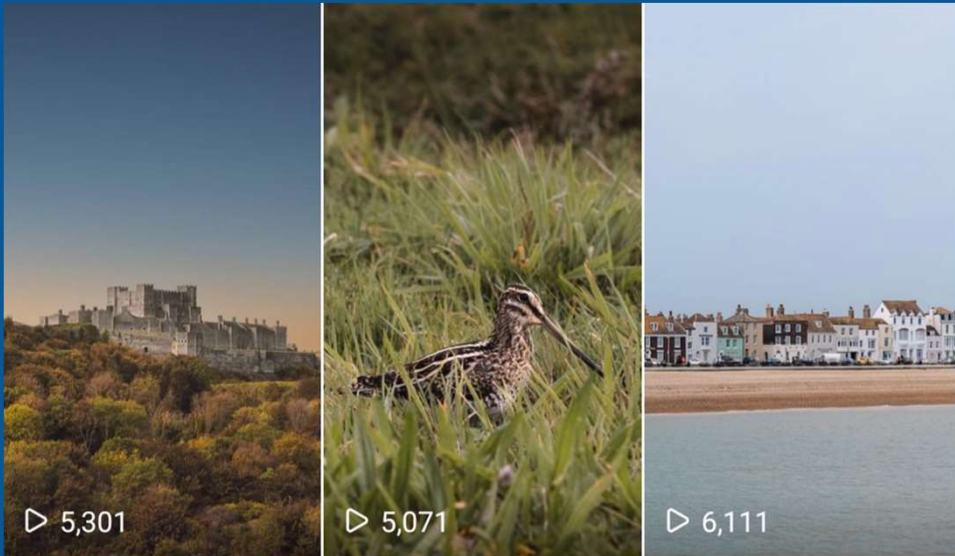
## **RECENT ACTIVITY**

Brand Partnerships  
Recent Posts  
Products  
Price Ranges  
Comments



# Followers Numbers Vs Engagement & Results

## Influencer #1 (99.8k followers)



## Influencer #2 (54k followers)



# Benefits of working **COLLABORATIVELY** with influencers

- Upscale your influencer trip with a combined budget
- Capitalise on emerging or viral travel trends - staycations, experiential tourism and sustainability
- Deliver the wider destination message to focus on returning visitors and reinforcing positive county image
- Enrich the offer, enrich the content!



# How does it actually work? From idea to delivery to tracking...



# What **metrics** can be tracked ?

**Post Engagements** – The number of likes, comments, and shares on a post

**Engagement Rate** –  $\text{Post engagements} / \text{total number of followers} * 100$

**Story Views** – The number of times a user has viewed an Instagram story

**Story View Rate** –  $\text{Story views} / \text{total number of followers} * 100$

**Post Video Views** – The number of times a user has viewed an Instagram video post

**Replies, Shares, Profile Taps, Link Clicks** – The various actions a user can take on Instagram stories

**Post Impressions** – The total number of people your content is visible to

**Clicks** – The number of actions taken on a post in the form of a click to a designated URL. Clicks are counted through link in bio, swipe up, post links, etc.

**Unique UTM links** – These codes added to the end of a URL track clicks and performance of marketing activities

**Brand Sentiment** – How relevant was the branded content to the influencer's audience and did the branded content actually resonate with the audience

# Visit Kent Influencer Activity CASE STUDIES



# It's in our Nature Campaign International Influencer – Mathilde Mu

**Brief** – Find a French Lifestyle Influencer to showcase the hospitality, food and drink offer showcasing 4x campaign partners and appealing to an SCS audience

## Campaign Partners:

English Heritage

Dover, Deal &

Sandwich

Canterbury

Royal Tunbridge Wells

## Featured Businesses:

LeShuttle

Deal Pier Kitchen

Walmer Castle

Canterbury Cathedral

Abode

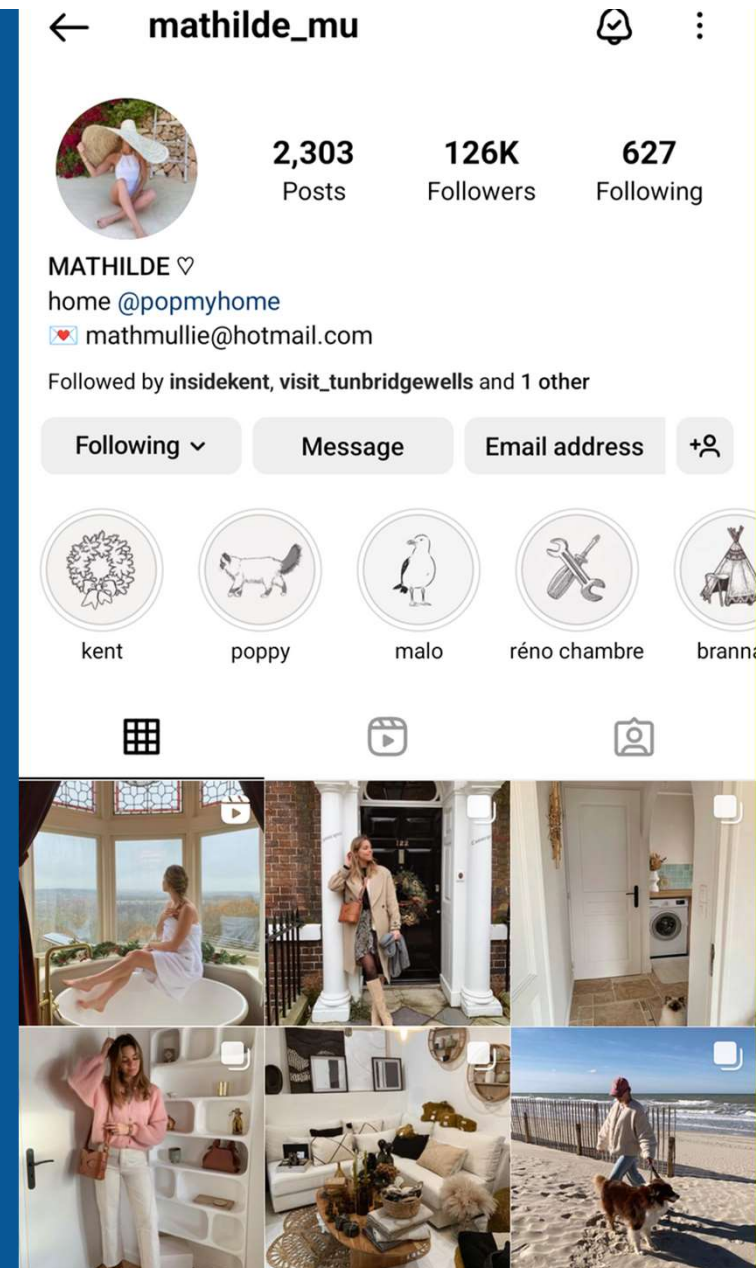
Canterbury Festive Markets

The Cove Florist

The Warren

The Beacon

Assembly Hall Skating



# Media Kit, Concept, Proposal

## It's in our Nature International Influencer Trip Proposal



What can visitors expect when they come to Kent? Beautiful countryside, fantastic beaches, delicious food and drink, fascinating history, captivating culture and creativity, a warm welcome? Of course, they can expect all these things from us, it's in our nature!

This campaign will reveal Kent's personality and do it in an inspiring and engaging way. It will place the destination as the natural choice for people looking to enjoy a day trip or short break, whether they live in Kent or are coming from further afield.

It's in our nature to be welcoming, accessible, sustainable, and to provide good value.

### Dover, Canterbury & Tunbridge Wells

- **Timeframe:** November/December TBC (Options: 10/11 Nov or 2/3 Dec)
- **Audience Priorities:** Social Contemporary Seekers
- **Focus:** 'A Cozy Kent Christmas' - to include Nature, Sustainability, Views, Local Produce, Experiences where possible
- **Influencer Target:**

Lifestyle & Travel Blogger  
@Mathilde\_mu

127k followers on Instagram

Engagement  
15-25k impressions/story  
15-50k impressions/post

Audience  
80% Female and 20% Male  
55% - Age 25-34  
66% based in France



#### ALTERNATIVE FRENCH INFLUENCERS

@worldelse  
Travel & Lifestyle  
blogger (44k)

@lisaqurose  
Travel & Lifestyle  
(20k)

### ITINERARY SUGGESTIONS

#### A Cozy Kent Christmas...

Wrap up warm and enjoy the Kent Christmas vibe including delicious food and drink, fascinating history, captivating culture and local creativity

#### Dover - Day 1

- Deal Town Market
- Christmas Markets
- Updown Farm - Lunch
- Walmer Lights Trail

#### Canterbury - Day 2

- Canterbury Cathedral
- Festive Market
- Independent Shopping
- Cozy Pubs & Dining

#### Tunbridge Wells - Day 3

- Scotney Castle
- Brunch at The Beacon
- Artisan Craft Markets and Craft Making
- The Pantiles Independent Shopping
- The Glasshouse
- Cozy Pubs & Dining

#### Accommodation

- Night 1 - Canterbury - Abode Hotel
- Night 2 - RTW - The Beacon

#### Travel

- Partner with Le Shuttle
- Self Drive





## Mathilde\_mu

CRÉATRICE DE CONTENU - INSTAGRAM

@mathilde\_mu  
128 000 abonnés

MODE - BEAUTÉ - LIFESTYLE









### A Propos

Mathilde est une jeune femme lilloise. Passionnée de mode, elle partage sur son compte Instagram ses coups de cœur et ses tenues de tous les jours. À côté d'Instagram, Mathilde est étudiante en médecine, interne en psychiatrie. Proche de sa communauté, Mathilde est spontanée et naturelle. Elle aime également parler beauté, bijoux et décoration. Elle partage ses bonnes adresses food et voyage.





### STATISTIQUES

INSTAGRAM  
15-25k impressions/story  
15-50k impressions/post

AUDIENCE  
80% Femmes | 20% Hommes  
55% 25-34ans  
66% France | 9% Paris | 4% Lille



### STATISTIQUES

## 'It's in our Nature' Content Partnership Agreement

This Agreement is made on 01 November 2023

BETWEEN

Visit Kent Ltd. ("VK")  
10 Best Lane, Canterbury, Kent CT1 2JB

AND

@Mathilde\_Mu ("the Supplier")  
Address

### 1. DEFINITION

- 1.1. "Agreement" means this Agreement (including any schedules)
- 1.2. "Brief" means the brief provided to the Supplier
- 1.3. "Deliverables" means all deliverables as set out in Schedule 2;
- 1.4. "Delivery Times" means the delivery times as set out in Schedule 1;
- 1.5. "Effective Date" means the effective date as set out in Schedule 1;
- 1.6. "Fee" means the fee as set out in Schedule 1;
- 1.7. "Payment Schedule" means the payment schedule as set out in Schedule 1;
- 1.8. "Services" means the services, including the provision of deliverables (if applicable) as set out in Schedule 1 and detailed in Schedule 2 detailed to be provided by the Supplier under the terms of this Agreement;
- 1.9. "Supplier Image" has the meaning given in clause 5.2;

# Creating Trip Documents

Everything you need for your upcoming trip to Kent

Katy Towse 24/11/2023  
to Mathilde, Holly, Jim, Josh

Dear Mathilde

We are thrilled that you are coming to Kent from 2-4 December to collaborate with us on our #ItsInOurNature Campaign.

#### Please find attached:

- Your [Full Trip Itinerary](#) - please read this carefully and let us know any concerns before you head to Kent so we can help.
- A [briefing about the campaign](#), including all the [contractual tagging requirements for your content](#).
- Your Hotel Reservation from [The Beacon \(Tunbridge Wells\)](#)
- Your [Ice Skating Entry Tickets](#) (Tunbridge Wells)

#### Please note:

Your crossing information from Eurotunnel was sent directly - please don't hesitate to get in touch if you have any questions about this.

All the other booking references, instructions and expenses details are within the itinerary document itself.

I have also included the list of tagging requirements and handles again here below - for easy reference during the trip:

#### Tagging Requirements:

Hashtags: #itsinourNature #visitkent #whitecliffscountry #visitcanterbury #visittunbridgewells



### It's in our Nature – initial creative brief – Mathilde Mullie

We're thrilled to be able to be working with you on our consumer campaign, 'It's in our Nature...'

With 350 miles of beautiful coastline to show off, acres of rolling landscapes to enjoy, centuries of history to unlock, and plenty of fresh local produce to serve up, it's simply in our nature to throw open the doors and share everything we love about our glorious Garden of England.

The 'It's in our nature...' campaign is all about showcasing what Kent has to offer, from our rolling landscapes, beautiful coastline and more!

We're really excited to be working with a select group of content creators over five unique trips. Our aim is to raise the number of visitors and overnight stays, creating a level of awareness and excitement amongst consumers towards the wonderful things to experience within county. The content creators we're approaching have been carefully selected as we know that your content aligns with our messaging. Centred around our 4 key audiences (Green Spacers, Social Contemporary Seekers, Hyper Local, and we are showcasing why Kent is the perfect destination for people of all ages, backgrounds,



'It's in our Nature...' TRIP ITINERARY - @mathilde\_mu

Bonjour Mathilde –

The Visit Kent team – along with our campaign partners, Dover District Council, Canterbury BID and Tunbridge Wells Borough Council - are delighted to be working with you on our new campaign 'It's in our Nature...' to showcase the fantastic range of things to experience in Kent. The trip will focus on the highlights of the areas, showcasing the local food and drink offering, independent businesses, outstanding accommodation and history, plus all the things that make it the perfect getaway.

We hope that you have a wonderful few days with the brilliant people of the county!

#### Saturday 2<sup>nd</sup> December 2023

9:00am: Arrive at Le Shuttle Terminal (10am French time)

10:00am: Crossing (11am French time)

10:45am: Arrive in the UK and drive to Deal (approx drive time: 40 minutes)

Please note: Please tag @leshuttle in content relating to your journey

12:00am: Time to explore Deal!

What you need to know for your trip:

We'd love for you to spend this time exploring Deal, its market, cafes, and independent shops.

Please note: Please see parking information [here](#). We suggest parking in either St George's or Stanhope Car Park. Please see postcode for both car parks below and keep your parking receipt and Visit Kent will be happy to reimburse you.

St George's Car Park: [West St, Deal CT14 6EA](#)  
Stanhope Car Park: [Stanhope Rd, Deal CT14 6AD](#)

Here's a list of recommendations to visit in the High Street:

- Hoxton Stores
- Barkened
- 123 High Street

# Contract

# Comms

# Creative Brief

# Bookings & Itin



# Reel

10:30 4G

Statistiques de vos reels



pov : Kent in winter feels like a christmas movie...  
18 décembre 2023 - Durée : 0:41

32065 538 17 -- 34

Vue d'ensemble ⓘ

Comptes touchés	18 586
Interactions avec les reels	--
Activité du profil	2

Couverture ⓘ



Reach: 18,586  
Plays: 32,065  
Likes: 538  
Saves: 34  
Comments: 17

# Grid Post

Reach: 10,462

Impressions: 12,872

Likes: 786

Saves: 15

Comments: 53



# Stories





Story Frames: 36  
Reach: 5-6k on average

# Stories Highlight

(Permanent Kent Highlight on her grid)

The image shows a screenshot of an Instagram profile for the user 'mathilde\_mu'. The profile picture is a circular image of a person sitting on a bench. The bio includes the name 'MATHILDE', a heart icon, the handle '@popmyhome', and the email 'mathmullie@hotmail.com'. It also lists '2,307 posts', '125K followers', and '650 following'. Below the bio, there are icons for various story highlights: 'les gets' (a bench), 'couchevel' (a snowflake), 'kent' (a wreath, which is circled in green), 'poppy' (a dog), 'malo' (a seagull), 'réno chambre' (wrenches), and 'brannay' (a tent). At the bottom, there are tabs for 'POSTS', 'REELS', and 'TAGGED', and a row of three story thumbnails.

mathilde\_mu   Following   Message   +   ...

2,307 posts   125K followers   650 following

MATHILDE ♥  
home @popmyhome  
mathmullie@hotmail.com

Followed by kiabi.france, insidekent, visit\_tunbridgewells + 1 more

les gets   couchevel   kent   poppy   malo   réno chambre   brannay

POSTS   REELS   TAGGED

# It's in our Nature - VK Campaign 2023

## Reel #1 - A Weekend in Kent

[https://www.instagram.com/p/CzEXtP2s\\_h-/](https://www.instagram.com/p/CzEXtP2s_h-/)

Reach: 23076  
Plays: 27793  
Likes: 607  
Saves: 248  
Comments: 47



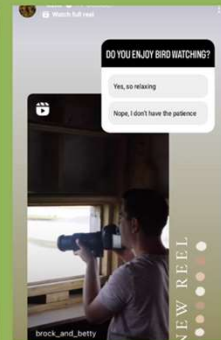
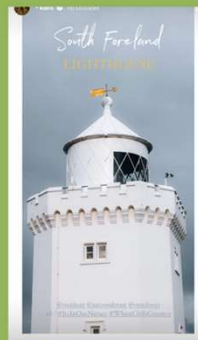
## Campaign Partners:

English Heritage  
Dover, Deal & Sandwich  
Canterbury  
Royal Tunbridge Wells



Featured Businesses:  
Eurotunnel  
Deal Pier Kitchen  
Walmer Castle  
Canterbury Cathedral  
Abode  
Canterbury Festive Markets  
The Cove Florist  
The Warren  
The Beacon  
Assembly Hall Skating

## A Snapshot of Story Insights



# What does my business need to have in place to successfully participate in influencer campaigns?



# Questions to think about...

What experience have you had with working with influencers?

Do you have any success stories?

Have there been any challenges?

Are there any barriers to working with influencers?

What support do you need when working with influencers?



# Take Away Exercise - Find your people!

## 1. LISTENING

Set up/Follow a certain hashtag, celebrity, or related topic on your chosen platform. You'll start to notice the same users' posts rising to the top tweets repeatedly, and their engagement is consistent and organic with their followers. (Some platforms have advanced listening tools)

## 2. SPACES

Find them in their space: There are hubs and agencies for every type of influencer now with the purpose of connecting brands with relevant creators. For example, lifestyle influencers, Mummy Blogger' agencies and tech influencer agencies (Etc). Research the hubs where your people might be gathering!

## 3. FOLLOWER DEEP DIVES

See who follows and interacts with other relevant accounts. Look through follower lists of comparison businesses who's content and activity is aspirational. Smaller influencers often have much better engagement rates at better prices so look at who is interacting with bigger accounts - they will likely have similar audiences and be much cheaper!

## 4. REACH OUT

Start to establish longer term relationships.  
Comment on posts.  
Engage with their stories.  
Reach out about potential future projects.

# Next steps...

# We want your feedback!



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# Thank you for joining us!



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