

Kent Peer Networking Event:

Maximising PR Opportunities Through Working with Influencers

Tuesday 17th January 2023

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Welcome

Alanna Kite

Senior Destination Development Manager

Visit Kent





Agenda

- **Maximising PR Opportunities Through Working with Influencers** - Katy Towse, PR and Marketing Consultant, Mint Rainbow
- **Visit Kent Influencer Activity** - Alex Valentine, Senior PR and Marketing Executive, Visit Kent
- **Breakout group discussion session**
- **Key learnings and Next Steps** - Alanna Kite & Alex Valentine





Introducing Katy Towse

Marketing & PR Consultant
Strategy & Training
Content Creator
Blogger



17 Years Experience

- **Film Industry** - Pathe Films & Paramount Pictures
 - **Tourism** - The V&A, Curzon & Visit Kent
 - **Local Businesses** - The International School of Heraldry and Genealogy, The Derma Clinic Kent, Luxfords Hair & Beauty, Lucy Alice Designs, Foreman & Jones Wellbeing Centre.
-
- **Kent Women in PR & Marketing Awards - 2022**
Runner Up

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Maximising PR Opportunities Through Working with Influencers

Katy Towse

PR and Marketing

Mint Rainbow Consulting

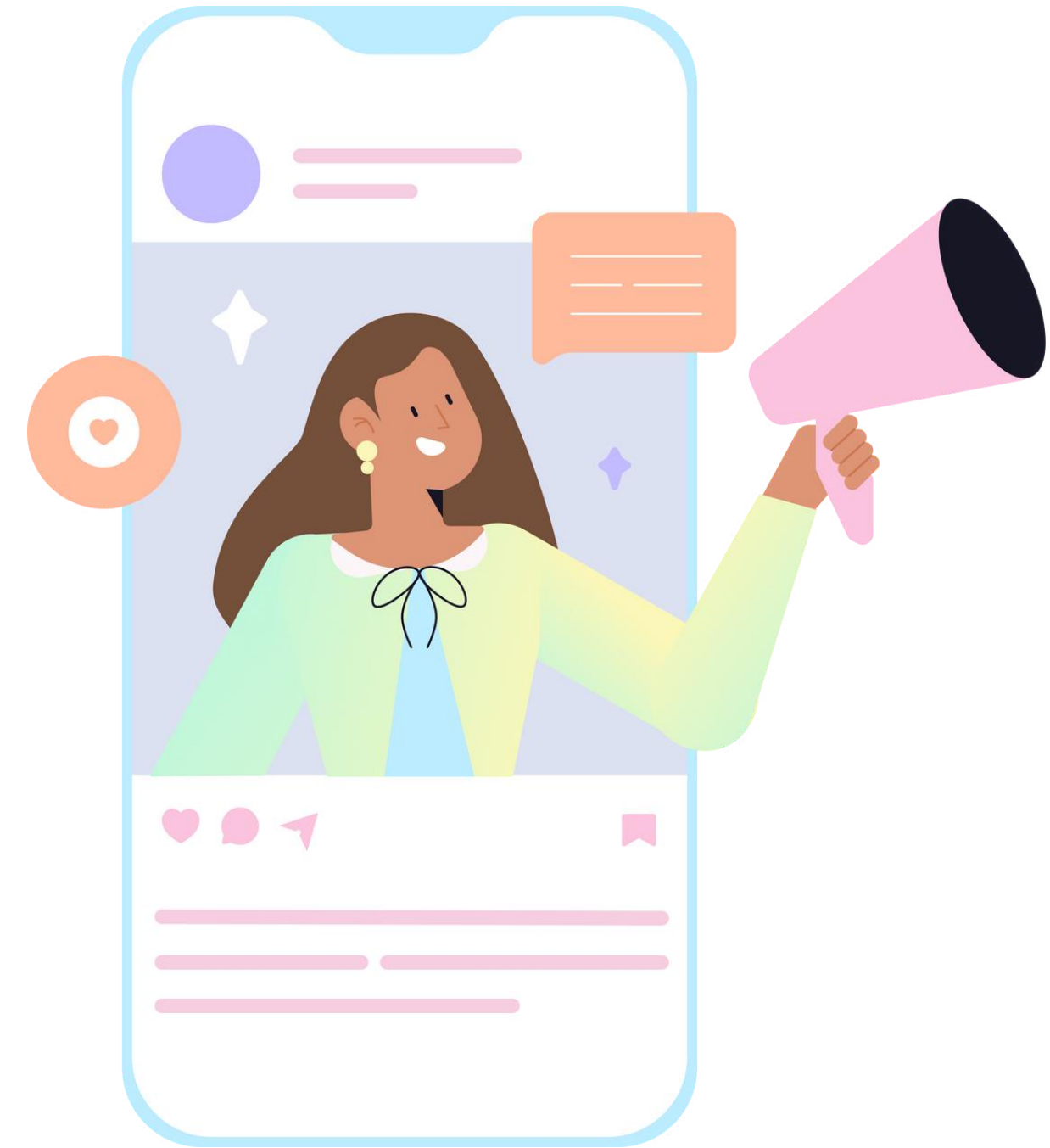


What is Influencer Marketing?

Influencer marketing has become an increasingly important part of the digital landscape. But what EXACTLY is it?

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

That's because influencers (or 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.

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.

There is real value in these guys!



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

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

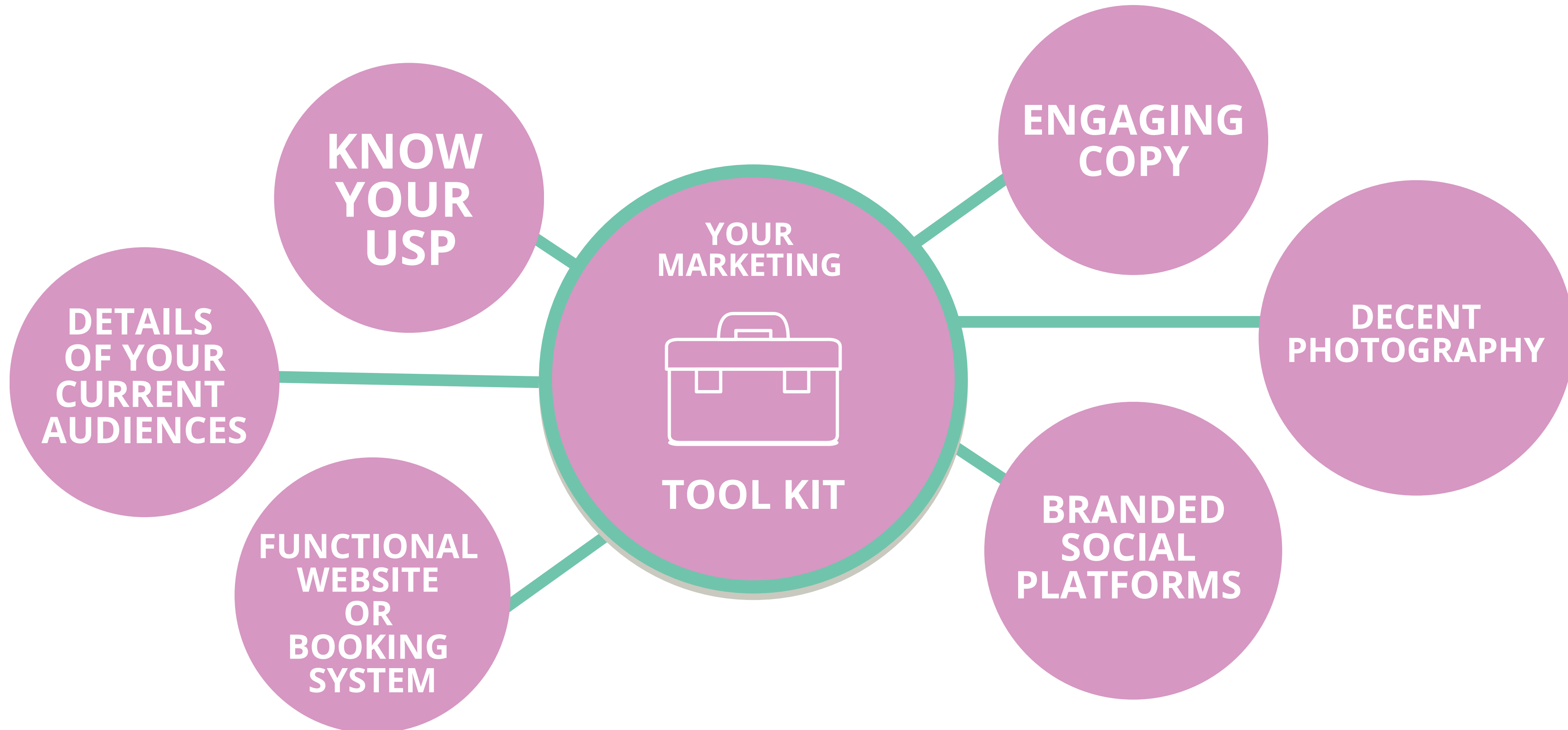
Clicks – The number of actions taken on a post in the form of a click to a designated URL. Clicks are counted through link in bio, swipe up, post links, etc.

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

Tracking Pixels – Used for blog content, these snippets of code allow you to gather information about visitors on a website (how they browse, what type of ads they click on, etc.)

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

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



Can I help get your **content and platforms** ready for influencer campaigns?

Katy Towse

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Visit Kent's Influencer Activity

Alex Valentine

Senior PR and Marketing Executive, Visit
Kent



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Visit Kent's Influencer Activity

- 14 influencer trips in 2022 (35 In 2021)
- Range of projects including EXPERIENCE and The Rhythm of Kent
- Influencer follower count ranges from 5k to 292k
- Deliverables vary for each project and take In to account the needs of businesses we're working with - reels and short form video content, IG posts, Facebook posts, bank of imagery
- Core part of our delivery for all our campaigns





Why do we use Influencer Marketing?

- Authentic voice
- UGC (User Generated Content) build-up with content buyout
- Increase social profiles hits and views
- Influencer marketing is one of the biggest growing industries in the world - \$16.4 Billion industry in 2022
- Wealth of travel and tourism content, especially in UK after the staycation boom of 2021



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▶ 26.3 k



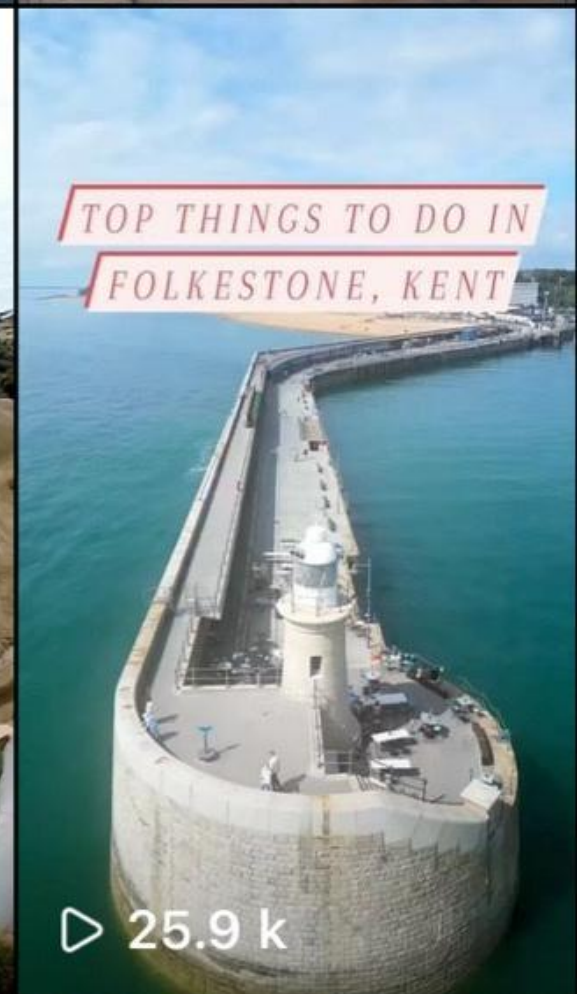
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01

Social Contemporary Seekers

Predominantly the millennial market aged 24-35, comprising of couples and small groups of friends pre-children. Likely to be from London and the Southeast.

As the most likely audience to share their experiences on social media, decision-making and inspiration will be significantly driven by digital content, influencer activity and PPC advertising.

Accommodation choices may include unique self-catering accommodation, Airbnb, and mid-range hotels in more urban and city settings.

They look for unique experiences and can be active and adventurous. Experiences around learning and self-improvement will appeal strongly, alongside shared, creative, and cultural activities.

They also look for locally sourced produce, food festivals, street food, microbreweries, and shared space venues.



02

The Changing Family Dynamic

Families with children of different ages, moving away from the traditional nuclear family composition to include more intergenerational members and single-parent families, which should be reflected in messaging and marketing content.

This segment also ties in with trends around multi-family travelling, which is likely to see an increase.

They look for child-friendly activities, that are educational and hands-on. Likely to look for day trips alongside 3 nights or more, in self-catering accommodation, potentially close to nature and nearby to planned activities.

Fun-seekers - Families looking for value for money, perhaps with smaller children, and more social and value accommodation options including self-catering and caravans.

Aspirational Family Fun - Higher earning families which look for active child-friendly activities which centre around the outdoors and local culture. May also have older children and look for quality self-catering accommodation.

Green Spacers

Likely to be older couples and empty nesters.

High interest in the outdoors and local heritage, are active and look for attractions such as parks and gardens, National Trust properties and walking.

Activities such as head gardener tours, foraging, vineyard visits and local produce will appeal strongly.

Although they can go for the more luxury end, they will also be conscious of wanting to get value for money and added elements.

This segment will also be the most conscious of safety following the pandemic and therefore will be cautious and increasing confidence and instilling a sense of reassurance will be essential.



03

Hyper Local

This includes local residents and the VFR market

Likely to be for a day trip or short break

Messaging should be centred around rediscovering local hidden gems and to discover places that they may not have known existed and supporting local businesses.

Likely to look for unique and one-off accommodation options, including tree houses, cosy cabin lodges and shepherds huts close to nature.

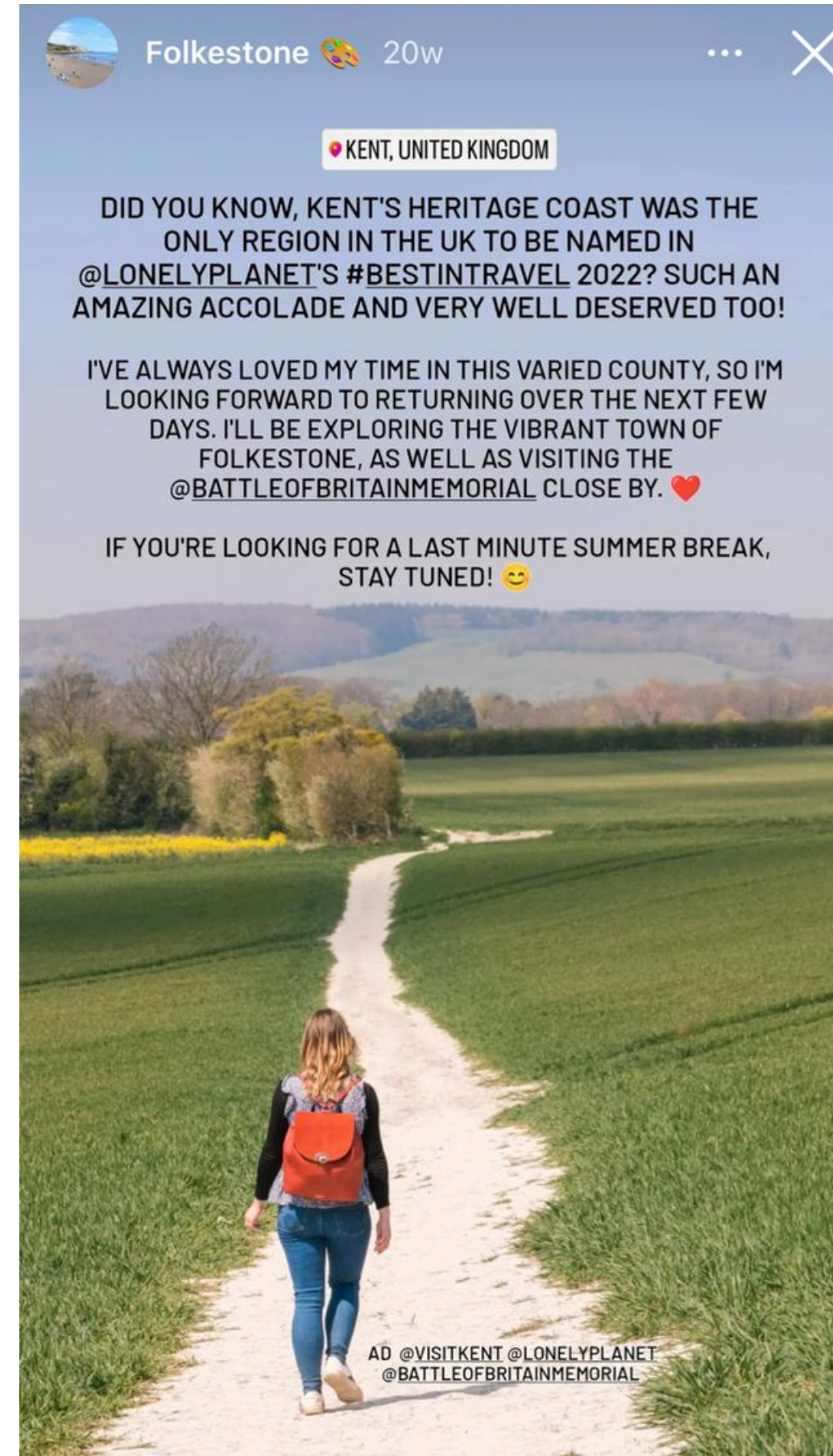
04





Benefits of working together

- Upscale your influencer trip with a combined budget
- Capitalise on emerging or viral travel trends - staycations, experiential tourism and sustainability
- Wider destination message to focus on returning visitors and reinforcing positive county image
- Established network of local and national influencers
- Brief, contract and Itinerary for every trip



Breakout Rooms

Chatham House Rules...

Confidentiality

What is discussed within the session will not be discussed outside of the group and the recording will be switched off

Commitment

Attendees should commit to participating in the session

Equal time

Everyone should have time to speak and contribute to the session

Listening

Everyone should listen to others and respect their viewpoints

Challenge

It is helpful to challenge thinking and ideas, but criticisms and judgements should be avoided

Safe Space

The rooms are a safe space in which people can discuss their strengths and weaknesses openly

Questions to think about...

What experience have you had with working with influencers?

Do you have any success stories?

Has there been any challenges?

Are there any barriers to working with influencers?

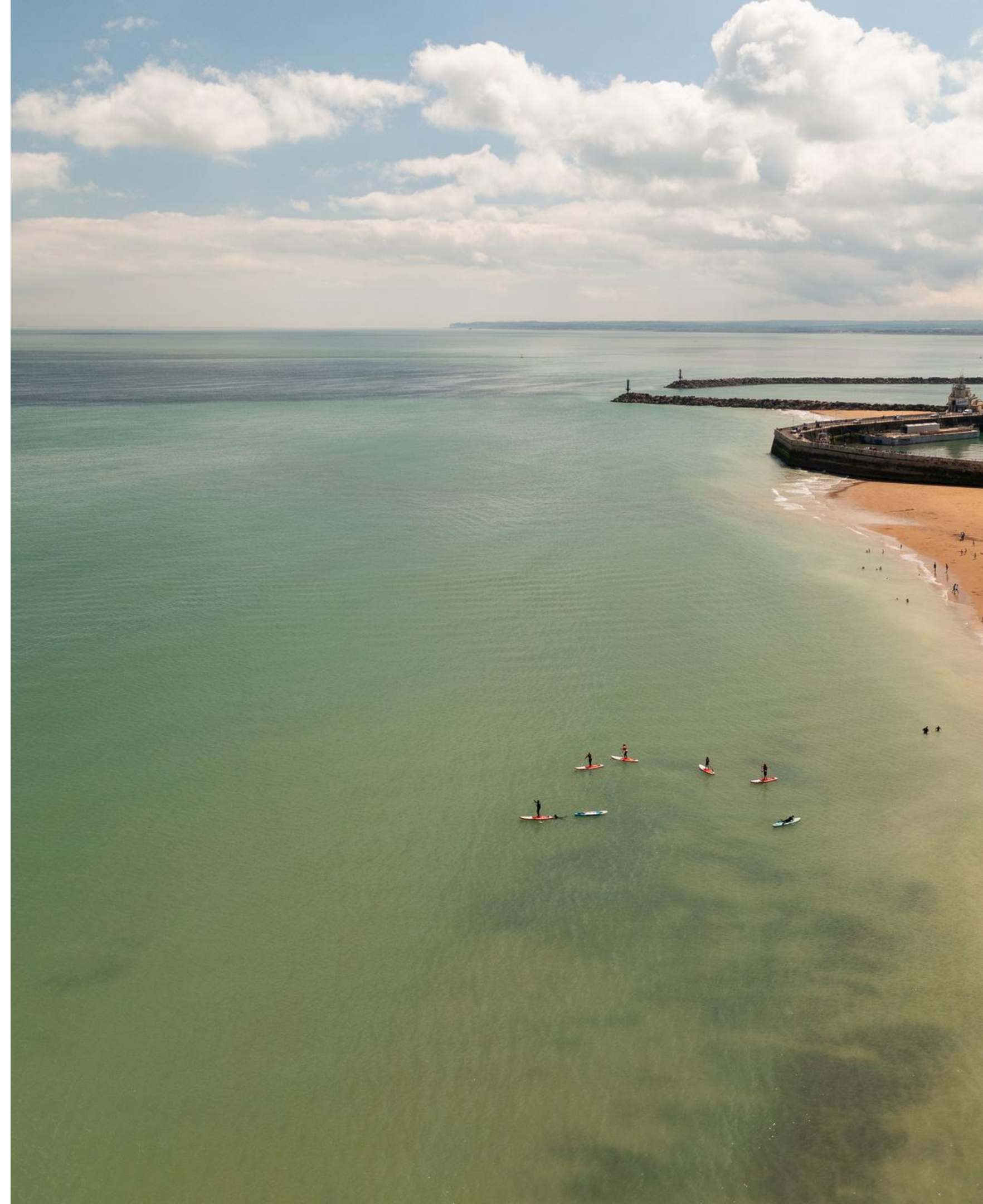
What support do you need when working with influencers?



Top 3 Take aways from your break out session...

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Working with Visit Kent

- Our callouts for partner collaboration on Influencer trips are always in our newsletters
- If you have any questions or a specific area of interest, get in touch!

Outside of our project work, we can also deliver bespoke, dedicated Influencer trips just for your business.

Email our PR team at

press@visitkent.co.uk



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