



TRAVEL MINDSET
Travel · Social · Influencers

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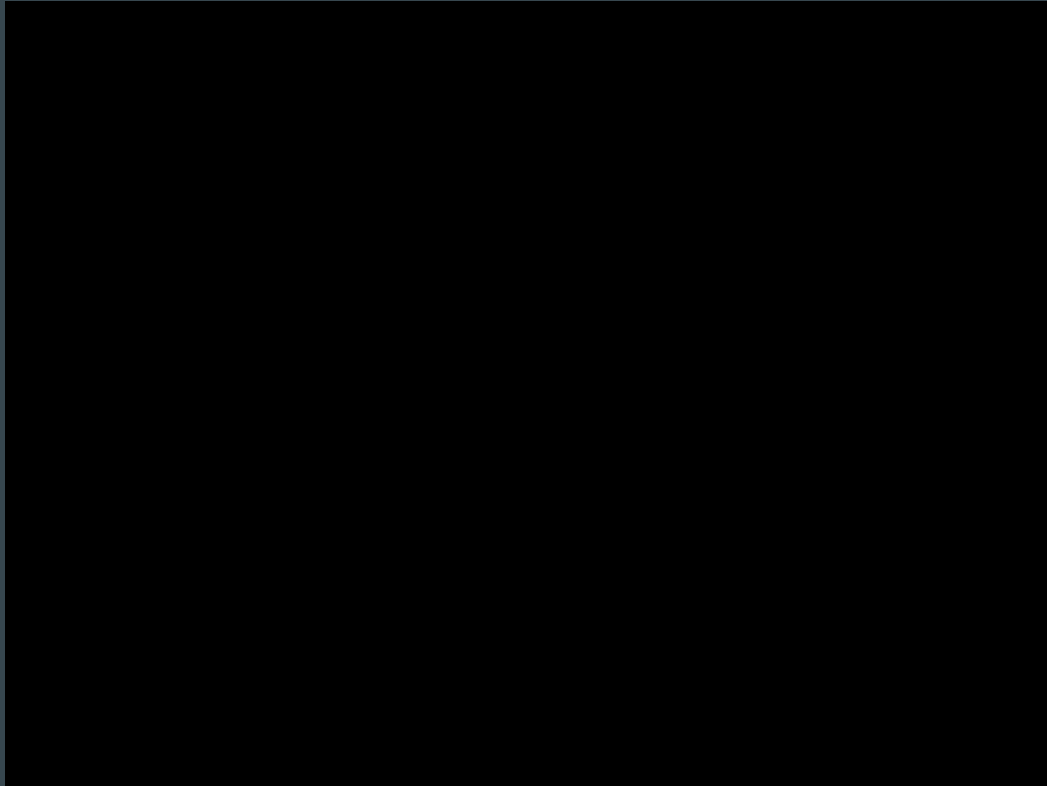
Influencer Marketing

Jade Broadus, Vice President

Travel Mindset : Our Past, Present & Future

- Travel Publisher to Influencer Agency
- 1500+ Vetted Influencers in our community
- We are not a network or platform
- Influencer Academy
- Start to Finish Agency

One of our first campaigns: Combining Marketing & PR



TakeAways :

- Establish your Goals First (before ever picking an influencer(s))
- Set your KPIs
- Establish Tracking Methods
- Take Findings, Adjust & Do it Again!

Influencer Marketing Evolution & 2019 Trend Forecasts

- From Bloggers and thought leaders to Celeb Endorsements
- We're Back to Peer to Peer Recommendations
- 2019 will bring long term partnerships
- Short- Snackable Videos will be King
- Repurposing Content for other marketing efforts

“92% of consumers trust recommendations from friends, family, and peers above all other types of advertising.”

- Nielsen's latest **Global Trust in Advertising** report

“49% of consumers say they consider product recommendations from influencers before making purchasing decisions.”

- Twitter for Adweek

\$12.54

average earned media
value for every dollar spent
on influencer marketing
in the tourism industry

Establish Your Goals : Do you want to Increase...

- brand awareness
- social media engagement
- social media followers
- Add content to your library
- email subscribers
- Website traffic
- Direct Response - bookings
- Increase in Visitation

Set Your KPIs:

- Reach
- Impressions
- Engagements
- Sales / Visitation
- Brand lift / brand sentiment
- Website traffic
- # of pieces of content created

How to track:

- Unique UTM's
- Unique Hashtag for the campaign
- Affiliate Codes

Reporting

- Impressions
- Reach
- Social Engagements
- Time on Site
- Social Media Followers
- Pageviews
- Click throughs
- Video Views

Reporting:

Measuring your
Influencer Marketing
Against your other
marketing efforts

- CPM
- Cost per Engagement
- Cost per view
- Brand Lift %
- Earned Media Value

Real Life Example:



- CPM = \$1.78
 - Cost per Engagement = \$0.079
 - Brand Lift 26%
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Break down the spend:

- Put a percentage of your budget to each social media channel and to each influencer
- This way you can track which social channel outperforms the others and which influencers you're getting the most bang for your buck.

Thank you...

Let's Connect!

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