Growth Hacking 101

Product Talks: Influencer Marketing

Ryan Mckinnia, CPO & Sales Director, Influencer
WHO IS INFLUENCER?

DATA DRIVEN PLATFORM WITH A STRATEGY ARM

FOR CREATORS BY CREATORS

- Industry leading technology
- Vetted creator network
- Guaranteed performance KPIs
- In-depth audience insights
- Self service & managed service

THE FACTS

- Access real-time data on vetted network on creators
- Create beautiful creative at scale
- Backed by some of the world’s most popular creators
- Turbo-charged performance with Influencer insights
- Seamlessly swap between self-service and managed service

influencer.com | @influencer
Caspar Lee • 2nd
Creator, Entrepreneur & Investor
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Today while speaking to someone at the supermarket, I was asked what I do for a living. I said, "A bunch of things involving social media." She wanted a more definitive answer so I told her, "I make YouTube videos and help other people who do the same thing." She said, "That sounds fun" but wanted to know what my day job was.

It's fascinating how many people still don't understand this industry even though it feels like everyone I follow or connect with online does. There are billions of people out there who have no idea how someone like me makes a living and I absolutely love it! It means I'm still early to something after doing it for 9 years.

Big up to anyone and everyone who has a job that most people don't understand, it means you're probably doing something special.

#socialmedia #youtuber #influencermarketing
> INTRODUCTION

What is an INFLUENCER?

“An influencer is someone with a large (relatively speaking) social following, which in almost every case you would only know about if you follow them”

What is INFLUENCER MARKETING?

“
Influencer Marketing is hybrid of old and new marketing. Taking the idea of personal endorsement and placing this within a modern day campaign.
The main difference is that the results of the campaign are focused on collaborations between brand and influencers”

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CELEBRITY VS. INFLUENCER?
Ronaldo accused of promoting £350 fitness sham: 'SIXPAD' abdominal belt endorsed by footballer 'does nothing to give users rock-hard abs', experts say
These photos reveal why the 27-year-old organizer of the disastrous Fyre Festival has been sentenced to 6 years in prison

Kendall Jenner and Bella Hadid facing possible subpoenas over Fyre Festival

Subpoenas for financial information likely include Jenner and firms representing 25 models who starred in promotional video
steve_smith49 • Attempting to get out and about in Bristol but not having much luck with the weather! But at least I can share this experience with family, friends and fans back home with Vodafone $5 Roaming 📞 vodafone ✔️ #TravelFearlessly #vodafone ✔️ #RoamingOn #sponsored

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mozzle21 • Nice weather for ducks

1w 118 likes  Reply

raghav1273 • You just keep scoring

225,102 likes

7 DAYS AGO
Josh Pieters

846 posts
425k followers
695 following

Chris Hemsworth Named My Quaker... 333K views • 4 days ago
I Hatched A Supermarket Egg! 645K views • 6 days ago
I Was A London Uber Driver For The Day *In A... 990K views • 1 month ago
My Dad Reacts To James Charles/Tati 94K views • 1 month ago
I Faked Going To Coachella Without... 175K views • 1 month ago

Laugh You Lose - YouTube News ft Jaxx and Mate 169K views • 2 months ago
Joe Sugg, Caspar Lee Interview *Parody* 177K views • 2 months ago
Taskmaster - YouTube Edition 236K views • 3 months ago
Lewis Capaldi - Someone You Loved *Parody* 585K views • 3 months ago
Dating 10 Women In 1 Hour - EPIC* ft Jack... 167K views • 3 months ago
Ryan's World
Welcome to Ryan's World, celebrating all things @ryantoyreview! This account is managed by Ryan's Mommy and Daddy or Ryan's parents.
Ryanfamilyreview.com

Ryan ToysReview
19,723,094 subscribers

Uploads
PLAY ALL

LAST TO SINK WINS Treasure Chest with Money... 7,1K views • 1 hour ago
Ryan Pretend Play TV Adventure Funny Story!! 290K views • 1 day ago
Giant Board Game Challenge with Ryan and Combo Pand... 523K views • 2 days ago
Ryan Pretend Play School Last Day Learning and Test... 1.4M views • 3 days ago
Ryan Pretend Play Pizza Delivery Cooking Playhouse!!! 1.9M views • 3 days ago
Ryan Pretend Play Shrink Mommy funny story!!!
Ryan Pretend Play Happy Birthday Party!!!
Ryan Pretend Play with Vending Machine Soda Kids...
Ryan Pretend Play Lava Monster!!! The Floor is Lava Challenge Giant Board...
TRUST is gained from brand awareness

SALES is achieved through the persuasion of the CTA (CALL To Action)

You can’t persuade someone UNLESS the trust is there
What is Growth Hacking?

Term coined by Sean Ellis back in 2010 to describe how brands use innovative strategies to attract the maximum number of customers, while spending as little as possible.
A GROWTH HACKER IS A PERSON WHOSE TRUE NORTH IS GROWTH.

-GrowthHackers CEO & Author of Hacking Growth

Sean Ellis

Sean Ellis, founder and CEO of GrowthHackers, is a leading authority on growth hacking. He coined the term “Growth Hacking” to describe the sustainable growth approach used by hyper-growth companies like Facebook, Airbnb and Amazon.
Examples of Growth Hacking?
'Are you beach body ready?': Feminists deface 'body-shaming' ad

Protein World adverts, which suggest women have to be slim before they can wear a bikini, have come under fire for undermining body confidence with some people even defacing the posters. Protein World’s boss has called them ‘terrorists’
According to Apex Marketing Group Analytics, Vitaly Uncensored gained around $3.97 million in advertising thanks to Kinsey’s short sprint up the field.

Kinsey Wolanski gains 1 million Instagram followers within hours of Champions League pitch invasion

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How to become famous without doing much? Just do something stupid – like running half naked onto the pitch at the Champions League final. Well, Kinsey Wolanski did just that, and social media users reacted accordingly.
PrettyLittleThing has been crowned the fastest growing online fashion company on the web according to new data from Hitwise.

In its Fast Fashion report Hitwise reported that PrettyLittleThing saw a massive 663 per cent rise in traffic since 2014.
The lead-up to the fight has been a long and slightly embarrassing one, but it has nonetheless commanded the attention of YouTube at-large, thanks to the narrative surrounding the Paul brothers. Earlier this year, Logan Paul stirred widespread controversy after filming a dead body in Japan, while his brother Jake Paul, who fought in the undercard, became infamous for being obnoxious. The narrative of the fight, according to the Paul brothers at least, was that it presented an opportunity for the duo to redeem themselves in front of their fans. While that specific outcome is still up for debate, Jake Paul won the first fight against KSI's brother, ComedyShortsGamer, and the main fight ended up in a tie. KSI and Logan Paul are in talks to do a rematch somewhere down the line, and Jake Paul celebrated his victory by challenging Chris Brown to a fight.
KSI v Logan Paul: YouTube boxing fight ends in a draw

The much-hyped boxing fight between rival YouTubers KSI and Logan Paul has ended in a draw.

Briton KSI, who boasts 19.4 million subscribers, took on US star Paul, who has 18.2 million, in the tightly-contested bout at Manchester Arena.

One ringside judge had KSI ahead by one point but the other two scored it even, meaning a majority draw was declared.

The decision was greeted by boos in the arena, but both men immediately called for a rematch.

In reality, the fight was just the first of two planned bouts, with the second set to take place in the US.

More than 15,000 tickets were sold for the Manchester fight, with thousands more paying £7.50 each to watch it live on YouTube.
Daniel Wellington
Followed by hattiebourn, blackmilkcereal, beauty_spectrum + 13 more

6,575 posts
4.6m followers
206 following

@lilyaldridge
Lily Aldridge
Earned Media
$15,071.83
Interactions
79,157
Social Reach
5,179,313
Engagement
1.53%
14 MARCH

@kendalljenner
Kendall
Earned Media
$782,896.34
Interactions
4,117,725
Social Reach
90,946,580
Engagement
4.53%
22 NOVEMBER

@kyliejjenner
Kylie
Earned Media
$967,055.03
Interactions
5,086,435
Social Reach
108,803,749
Engagement
4.67%
03 DECEMBER
Thank you!

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