MAGNETIC

THE NEW INFLUENCER ECOSYSTEM
Influencers are increasingly being used in the media mix.
The influencer landscape is evolving

Measuring ROI on Influencer Marketing

Overview

Influencer Marketing is becoming an increasingly important part of the marketing mix, and brands are looking for ways to measure the effectiveness of their influencer campaigns.

What's the state of influencer marketing in 2017?

Influencer marketing is not a fad, it is a strategic tool for reaching consumers. It is a growing trend, and brands are looking for ways to measure the effectiveness of their influencer campaigns.
And increasingly attracting marketing spend

84% of marketing professionals worldwide expect to launch a campaign involving an influencer in the next 12 months

Source: eMarketer
Our Hypothesis and questions
We explored three different sectors

- Fashion
- Beauty
- Automotive
What we did

Magazine media: authors who describe themselves as any of the following in their bio:
  - Magazines
  - Magazine Editors/Journalists/Columnists

Bloggers: Authors who describe themselves as bloggers or linked to their own blog in their Twitter bio

Reach: the potential audience of the original author + audience reached via retweets

Engagement: the number of interactions ((replies/likes/retweets) an individual post generates

Motoring: We also analysed Newspapers & Journalists as identified by their twitter bio

Sources:
Magazines and bloggers make a strong contribution to the overall activity during London fashion week.

- **Fashion**
  - Magazines/Editors/Columnists: 87%
  - Blogs: 10%
  - Other Authors/Consumers: 3%

- **Beauty**
  - Magazines/Editors/Columnists: 84%
  - Blogs: 9%
  - Other Authors/Consumers: 7%

Source: 2CV Pulsar (Twitter, Forums, News & Blogs + Facebook for Beauty)
Magazine brands fashion & beauty content matched and was larger than the reach of bloggers

Total Posts

- Magazine Posts: 5.7K (25.4K)
- Blog Posts: 219 (175)

Reach Score

- Magazine Reach: 12M (12M)
- Blog Reach: 28K (8K)

Source: 2CV | Pulsar (Twitter, Forums, News & Blogs + Facebook for Beauty)

*Reach score = the potential audience of the original author + audience reached via retweets*
Magazine content in the fashion world is more likely to be shared than that of bloggers.

- **Fashion**
  - Average interactions per post: 8

- **Beauty**
  - Average interactions per post: 4

*Source: 2CV | Pulsar (Twitter, Forums, News & Blogs + Facebook for Beauty)

*2CV data based on a comparison of the top 50 magazine brands vs top 50 fashion bloggers*
Magazines produced the most content at both motor shows

The London Motor Show
- Magazines: 67.5%
- Newspapers: 16.6%
- Bloggers: 15.6%
- Journalist: 0.3%

The Geneva International Motor Show
- Magazines: 34.0%
- Newspapers: 37.9%
- Bloggers: 26.3%
- Journalist: 1.8%

Source: Pulsar (Twitter, Forums, News & Blogs)
Magazines generate the most reach

The London Motor Show
reach compared to other channels: 6x

The Geneva International Motor Show
reach compared to other channels: 2x

Source: Pulsar (Twitter, Forums, News & Blogs)
Magazine environments are where influencers congregate

From the top 100 posts by reach....

80% of the posts were generated by magazine brand forums

Source: Pulsar(Twitter, Forums, News & Blogs)
What makes magazine content different from the rest?
Bloggers ‘ME’ focus as opposed to magazine ‘YOU’ focus explains amplification

- Posts containing ‘my’ or ‘me’
  - 379 (out of 3,239 total)

- Posts containing ‘you’ or ‘your’
  - 181 (out of 2,984 total)

- Posts containing ‘my’ or ‘me’
  - 18

- Posts containing ‘you’ or ‘your’
  - 300

Source: 2CV (Twitter, Forums, News & Blogs)

*Data based on a comparison of the top 50 magazine brands vs top 50 fashion bloggers*
For fashion & beauty magazine content has the ability to reflect positivity back towards brands, blogger positivity is very personal.

Positive interactions with Magazines

- Millie Mackintosh
- Ellie Goulding
- Laura Whitmore
- Winter
- British
- Milan
- AW16
- Topshop
- LFW
- Fashion
- Week
- Women
- New
- York
- Fall
- SS16
- Paris
- Burberry
- Fashion
- show
- Erdem
- West
- London
- Fashion
- Week
- New
- York
- Fashion
- Week
- Show
- Off
- her
- gym
- Venetian
- Mirror
- Effortlessly
- stylish
- Fashion
- style
- Nicola
- Roberts
- Street
- style

VS. Bloggers

- Amazing
- Love
- Show
- Excited
- Fashion
- boy
- Baby
- sweet
- krisgalaxy
- BloggingGals

Source: 2CV | Pulsar (Twitter, Forums, News & Blogs)

* 2CV data based on a comparison of the top 50 magazine brands vs top 50 fashion bloggers.
The same story emerges on Instagram... Bloggers focus on themselves where as magazines focus on the brands.

Source: Pulsar (Instagram only)
The role of the expert
As an influencer's follower total rises, the rate of engagement decreases.

- 8% engagement per post for less than 1,000 followers.
- 1.6% engagement per post for 10 million plus followers.

Source: Markerly
Expertise is supercharging impact

5x
Passionate

3x
Curious

48x
Expert

3x
Early adopter

Source: Time Out
Magazine brands are offering new influencer marketing opportunities
Relevant reach is the key to successful influencer marketing

- Magazine content achieves relevant engaged reach
- Passion audiences in fashion and beauty are engaging and sharing our expert content
- Motoring fanatics are gravitating to magazine brands as an environment to fuel their passion
- Magazine editors and journalist are micro-influencers